SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE 19 SOUTHERN AND SOUTHWESTERN STATES

PASS IT ON!

- OWNER ☐
- GEN. MGR. ☐
- SERV. MGR. ☐
- PARTS MGR. ☐
- FOREMAN ☐
- SHOP ☐

May, 1950

Seen by Millions – Used by Millions!

The Perfect Circle Sectional Steel "Oil Stopper" illustrated above has been seen by millions in national magazines. Like all Perfect Circle products, it is known and accepted by motor-wise car owners all over America.

The "Oil Stopper" gives a top performance in today's badly worn engines. It stops oil pumping, increases power, saves gas and oil. No wonder Doctors of Motors actively express their preference for Perfect Circles by installing millions every year!

Let the "Oil Stopper" be your trouble shooter on all worn engine jobs. Ask for it in the Perfect Circle 500-5000 Series.

Perfect Circle GX "Oil Stopper" Steel Oil Ring, as seen in THE SATURDAY EVENING POST, COUNTRY GENTLEMAN AND POPULAR MECHANICS.

Perfect Circle

THE MOST HONORED NAME IN PISTON RINGS

BIG VOLUME For YOU

BIG VALUE For Your Customers

New Whiz LUSTERIZE® Auto Beauty Kit

Regular $1.75 Retail Value

You Sell It at $1.49

Kit Includes LUSTERIZE (Solvent-type) CLEANER—LUSTERIZE LIQUID WAX

• There's nothing that equals this special WHIZ deal in the whole auto wax field—two great products at a special price—packaged in an attractive kit that sells right off the counter! LUSTERIZE LIQUID WAX is a pure long-wearing carnauba wax, homogenized with solvents. Just wipe it on and wipe over gently—it's *extra easy to use!* LUSTERIZE LIQUID CLEANER is a solvent-type cleaner—fast-acting with no harsh abrasives. *This combination offer will be your biggest wax seller for sheer value!* Call your WHIZ jobber today!

WIPE-ON TYPE WAX

NO-RUBBING NO-BUFFING!

Here's the Deal—Order Today!

LUSTERIZE AUTO BEAUTY KIT

Your cost per DOZ. $10.80

Selling Price of DOZ. Kits $17.88

You Make $7.08 Per Doz.

Whiz

PRODUCTS OF Hollingshead LEADER IN MAINTENANCE CHEMICALS

If your wholesaler cannot supply you—write direct

R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey

Canadian Offices: Toronto • Warehouses: Dallas, San Francisco, Chicago

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Volume 30 Number 5

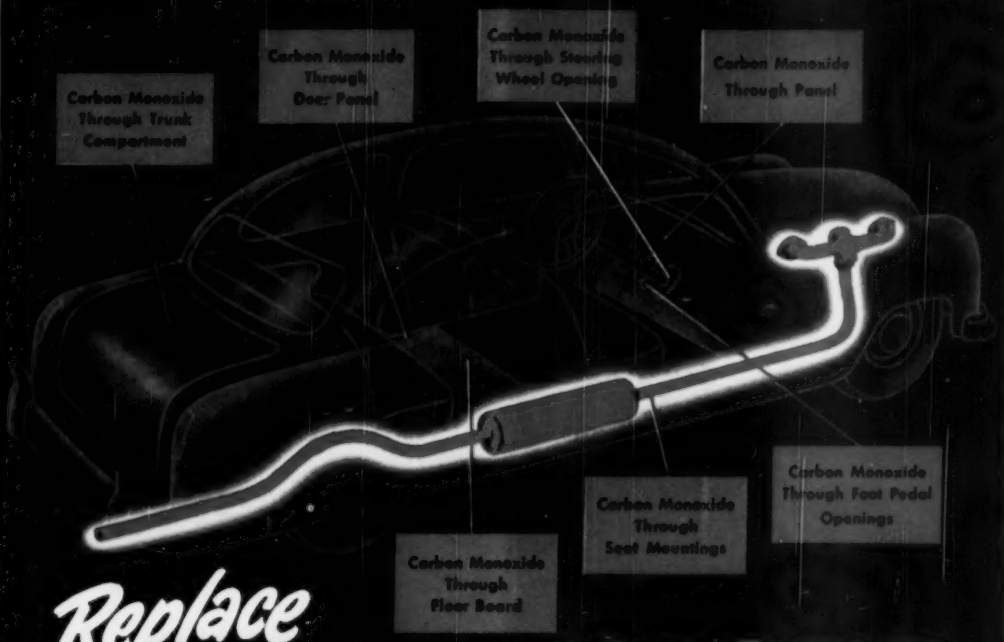
WISE BUY

Sure, it's a "Wise Buy"... for you
and your customers! Make your work easier
by tuning up engines "Chemically"
before you tune up "Mechanically". Also sell
Permatex Toon-Oyl to your customers
for increased engine power
and protection against excessive wear.

PERMATEX COMPANY, INC., BROOKLYN 29, N. Y.

Check the DANGER ZONE

THE EXHAUST SYSTEM • MUFFLER AND PIPES



Replace DEFECTIVE MUFFLERS With McCORD

. . . the Complete Muffler Line Engineered for Quietness and Low Back Pressure

Check the danger zone. There are extra dollars, real profits in McCord muffler and pipe replacement. McCord mufflers are equal to or better than the original muffler in quietness and low back pressure. McCord offers a new sales and advertising package to help you sell — posters, streamers, catalogs — and will follow up with seasonal sales helps throughout the year. Are you using the McCord muffler removal tool? It will cut removal time in half.

McCORD CORPORATION
Detroit 11, Michigan

The Engineering that makes McCord Mufflers Better is Your Strongest Sales Point

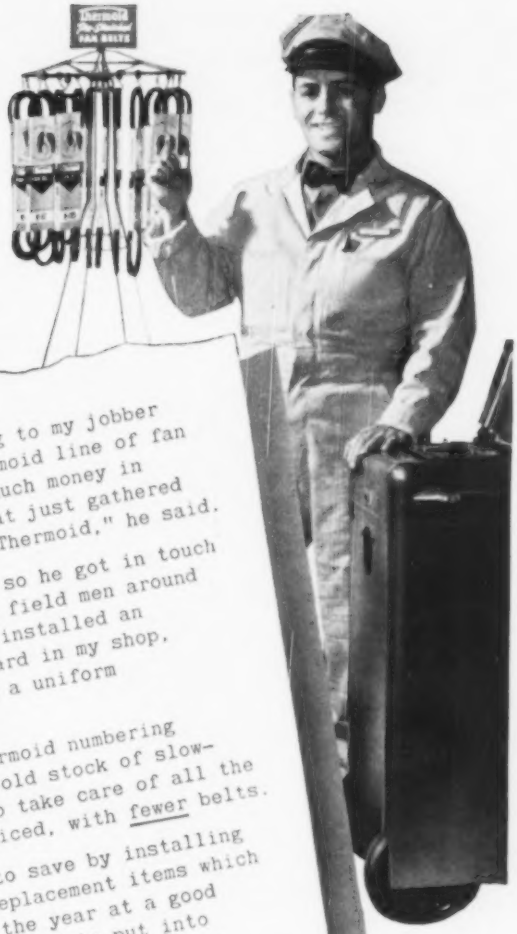
McCORD Individually Engineered **MUFFLERS**

"Get smart— Get Thermoid,"

he said.

I did . . . and that's how

I got my new battery charger



A little over a year ago I was talking to my jobber and he pointed out how, with the Thermoid line of fan belts, I wouldn't have to tie up so much money in slow-moving, single-purpose belts that just gathered dust on my rack. "Get smart — get Thermoid," he said.

I decided to follow his suggestion, so he got in touch with Thermoid who sent one of their field men around to see me. The Thermoid field man installed an attractive new Thermoid display board in my shop, re-sleeved my old stock and set up a uniform numbering system.

My jobber was right. The new Thermoid numbering system not only helped reduce my old stock of slow-moving numbers but equipped me to take care of all the cars, trucks and tractors I serviced, with fewer belts.

With the money that I was able to save by installing Thermoid, I invested in other replacement items which I was able to turn over during the year at a good profit. This extra profit I decided to put into improved equipment — and that's how I got my new battery charger.

Get in touch with *your* Thermoid Distributor and tie up with the line that doesn't tie up your money in slow moving items.

One Line . . . The Top Quality Line

Thermoid

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

Thermoid Company, Trenton, New Jersey

Picture of 2 Men
This man SELLS PERFECT WHEEL WEIGHTS
This man BUYS PERFECT WHEEL WEIGHTS
PERFECT
TRADE MARK
THE WHEEL WEIGHT That Lives Up To Its Name
GET IT FROM YOUR JOBBER
PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO, IND. P.O. Box 706
Manufacturers of Wheel Weights for Trucks and Passenger Cars

For Head Work

that brings customers back with a Grin instead of a Gripe

. . . precision-grind all heads and manifolds on a

VAN NORMAN

HEAD GRINDER

(4 Models . . . one for every need)

No. 557

with exclusive "Vibro-Matic" wheel-clearing device that gives *controlled vibration* to the wheel . . . and assures faster, freer cutting. 14" cupped wheel . . . wheel dresser . . . vac attachment . . . heavy-duty machine-tool construction. The right machine for garages, car dealers, truck and bus work, and medium jobber shops. *No jigs or fixtures needed.*

Be safe and make money at the same time! Grind all heads and manifolds before replacing on engines. It takes *precision* grinding done on a quality Van Norman machine to assure the *new-car power* the customer wants, and keep it there, so it won't leak out or blow-by.

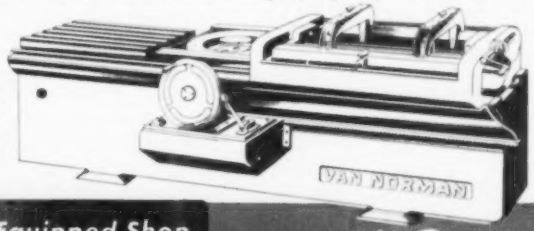
A Van Norman head grinder will be your most profitable tool. If you "open up" 25 engines a month and grind *all* heads and manifolds (90% of them need it), your revenue will be $1800 a year! 100 engines a month mean $7200 a year. And you are protecting yourself and your customer when you Van Norman-grind *all* heads and manifolds. Van Norman grinders also recondition block tops and other flat surfaces.

See your jobber or write Van Norman Company, Springfield 7, Mass.

NO. 555
for pleasure car and light truck work. No jigs or fixtures needed.

NO. 560
for truck and tractor work...also has the exclusive VN feature of "Vibro-Matic" Grinding, like No. 557 above.

NO. 565
grinds the largest heads, block tops, manifolds, pump bodies and other flat surfaces 75% faster than ever before. This massive machine is fully automatic.



GET IT FROM YOUR JOBBER

The Best-Equipped Shop Gets the Business! —that's why "*It Pays to Van Normanize*"

... and the sign THAT GETS POWERFUL ADVERTISING SUPPORT

Willard Advertising helps you make

QUICKER SALES . . .
EASIER SALES . . .
AT GREATER ANNUAL *profit*

The Willard sign means unexcelled quality and powerful sales support. It stands for a product which enjoys pronounced consumer preference. The Willard sign is a pledge of battery economy to your customers.

And the Willard sign is backed up with consistent, hard hitting advertising in POST, COLLIER'S, LOOK, TIME, COUNTRY GENTLEMAN, FARM JOURNAL and PROGRESSIVE FARMER. Willard advertising reaches car owners in *every county* of the United States.

When you put up the big red and white Willard sign, you have a proposition that means Quicker Sales . . . Easier Sales . . . At Greater Annual Profit—proved by thousands of Dealers for nearly half a century.

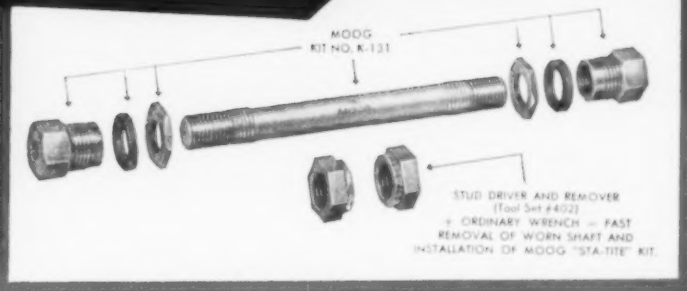
See your Willard Distributor at once.

WILLARD STORAGE BATTERY COMPANY
Cleveland • Los Angeles • Dallas • Memphis • Portland • Toronto

YOU CAN ONLY GET THIS THROUGH MOOG...

MOOG DESIGNS AND MAKES A PART TO DO A BETTER JOB THAN THE ONE IT REPLACES

Another MOOG EXCLUSIVE DESIGN . . . .



"STA-TITE" PIVOT SHAFT KIT No. K-131

with MOOG Special Lock Nuts for 1949-50 Chevrolet Cars

THE HEAT TREATED STUD DRIVER AND REMOVER TOOL SET No. 402

for easy removal of worn shaft and installation of Kit No. 131.

Wheel alignment specialists and mechanics will welcome this new Moog redesigned Upper Control Arm Inner Pivot Shaft Kit K-131 for 1949-50 Chevrolet cars with special "STA-TITE" Lock Nut features. Complete installation instructions packed with each kit.

Moog Tool Set No. 402 is recommended for easy removal of old shaft and quick installation of new shaft. Write for literature to Dept. F.

MOOG INDUSTRIES, INC. ST. LOUIS 14, MO.

Divisions:
MOOG COIL ACTION PARTS CO.
MOOG PISTON RING COMPANY
ST. LOUIS SPRING COMPANY

MOOG
A GREAT NAME IN AUTOMOTIVE MAINTENANCE

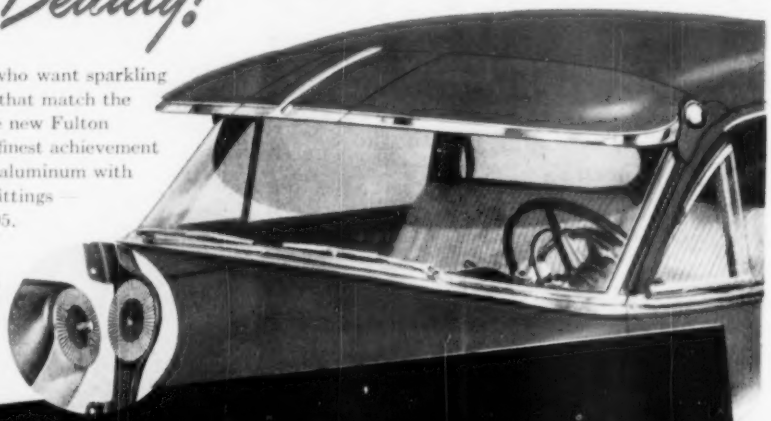
GET IT FROM YOUR JOBBER

© 1950 M. I. I.

1 Crowning Touch in Car Beauty!

THE NEW FULTON DE LUXE SUN SHIELD (1000 Series)

For your many customers who want sparkling chrome trim, graceful lines that match the latest car design, here is the new Fulton DeLuxe Sun Shield — the finest achievement in Fulton quality. Made of aluminum with die-cast and stainless steel fittings — nothing to rust. Price, $24.95.



MICRO-POINT ADJUSTING MECHANISM
The concealed face gears, illustrated, permit any desired vertical position of front edge of the shield. An exclusive feature of the new Fulton DeLuxe Sun Shield.

NOW...two great FULTON SUN SHIELDS to broaden your market

2 Over a Million Now On the Road!

NEW FULTON SIDE SHIELDS

Now equipped with stainless steel spring clips for easy, secure, concealed attachment. They're good looking. "Keep rain out, let fresh air in, for all-weather driving comfort."

FAMOUS FULTON 800 SERIES SUN SHIELD

Now at a new low price, the "800" Sun Shield has a double appeal to many of your customers: Fulton quality — and price. This shield is fully adjustable to suit driver's height. Made of aluminum with fittings of stainless steel. Price, $19.95.

★ CONSISTENT LARGE-SPACE ADVERTISING IN THE SATURDAY EVENING POST!

THE FULTON COMPANY

MILWAUKEE 14, WISCONSIN

In Canada: J. C. Adams Co., Toronto, Ontario

MAKE MORE MONEY! HAVE MORE FUN!

Paint Cars the M-S Way!

Profits pile up faster, easier, when you paint cars with ready-mixed Martin-Senour finishes. Every job is *right* the first time because M-S finishes are factory-matched to the car-maker's own color specifications, then factory-packaged for positive color control! Simply check the car's color, make and model in your handy M-S catalog. Then order from your nearby N.A.P.A. jobber.

Only M-S *Hi-Solids Lacquers and Synthol Enamels* Give You All 8!

1. Higher painting profits!
2. Exact color match to car-maker's specifications!
3. Top quality, top durability, top beauty!
4. No time wasted mixing or matching!
5. Patented pour-top can prevents waste!
6. No come-backs, no headaches!
7. Easier to handle . . . jobs out on time!
8. Available everywhere! Call your N.A.P.A. jobber!

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging

is the only Positive Control from Factory to Finisher

SPECIAL!

FULL QUART FREE!

Just mail the coupon below

MARTIN-SENOUR'S

NEW BLACK SYNTHOL ENAMEL NO. 8006

Here's Why

Without question, we believe this new jet black "8006" is the finest auto finish ever developed! We want *you* to judge its brilliant, clean-cut luster and superb filling qualities—*in your own shop, in your own climate!*

That's why Martin-Senour offers you one full quart—FREE! A $1.45 value for simply mailing the handy coupon! Your FREE quart of Black Synthol Enamel "8006" will be mailed parcel post, prepaid!

MAIL THIS COUPON TODAY!

MARTIN-SENOUR COMPANY, Dept. SA-50
2520 South Quarry St., Chicago 8, Ill.
Please send my FREE quart of Black Synthol Enamel, parcel post, prepaid. I'll see if it's as good as you say!

Name _____

Street _____

City _____ Zone _____ State _____

Complete service

SURE MAKES BUSINESS BETTER!

. . . AND, REMEMBER, THAT INCLUDES SOME NICE PROFITS FROM BONDING!

The *well-equipped* brake shop not only attracts more customers, but is prepared to sell them more services! Make sure *yours* is that type of shop with a *complete* stock of fine quality, precision made Grizzly brake products—brake linings . . . brake fluid . . . hydraulic brake parts. And, especially, be ready for increasing demands for bonding service, with Grizzly "Saftibond" segments and power bonding equipment.

Grizzly Manufacturing Company, Paulding, Ohio.

Bear in Mind . . . *ask for*

GRIZZLY

BRAKE LINING

Watch Grizzly Advertising in the Saturday Evening Post and Collier's!

BRAKE LININGS

Famous for over 35 years for smooth, soft-pedal, safe stops. "Synchro-Sets" for riveting, "Saftibond" for bonding.

ALUMINUM BACKED HEAVY DUTY BLOCKS

Aluminum sheets bonded to shoe side increase block strength and provide uniform contact, more effective heat dissipation and greater holding power.

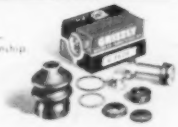
THE BEST YOU CAN SELL!

BRAKE FLUID

Meets or excels all SAE standards. Chemically stable. Anti-foam. Moderate duty type for range of 300° to −80°. Heavy duty type, 325° to −60°.

BRAKE PARTS

Finest Materials—precision workmanship. Hoses, Stoplite Switches, Wheel and Master Cylinder Repair Kits.



From Adjustable Wrenches to Zerk Fitting Tools . . . from Sockets to Stud Extractors — any and every NEW BRITAIN TOOL you'll ever need is no further away than a phone call to your NAPA Jobber! You can depend upon him for a good, diversified stock and immediate delivery. And, you can depend upon famous NEW BRITAIN quality for Tools to tackle your toughest jobs. So, don't wait when you need Tools! Order NEW BRITAIN by PHONE — the *right* Tools are *right there* — at your fingertips. The New Britain Machine Co., New Britain, Conn.

New Britain

GREATER STRENGTH · BETTER FIT HAND TOOLS

Here's why it pays you to sell FRAM

Throughout the industry there is no better profit-builder than

FRAM REPLACEMENT CARTRIDGES

Fits All Filters . . . All Cars—No matter what kind of filter your customer has, there's a genuine Fram Replacement Cartridge to fit it. Don't miss sales. Standardize on Fram. Give your customers the best. Give yourself the chance to make every sale with Fram.

Fram Shows You How—There's no guesswork, no bulky manuals to check when you sell Fram Replacement Cartridges. You get a handy *Cartridge Checker* wall chart that shows you at a glance what cartridge to install in any type filter. Saves you time. Helps you make quick, profitable sales.

Sell Fram . . . Sell the Best—All Fram Replacement Cartridges have been developed in modern, scientific laboratories. They have been tested on the road, subjected to concentrated punishment in Fram's new Dust Tunnel and proved by years of use. America's motorists use over 20,000,000 Fram Cartridges a year. The formulas and processes for manufacturing and impregnating Fram filtering material are exclusive and patented . . . unmatched by other methods.

Fram gives you two superior types of cartridges . . . the famous **Fram Filcron** for all Fram Oil & Motor Cleaners . . . the popular **Fram Cel-Pak** for all Fram and all other make oil filters. Both give your customers top-quality performance and clean-oil protection. Both give you a good, healthy profit. See your jobber today.

SAY THIS

HOW'S YOUR OIL FILTER?
The Dipstick Tells the Story

SELL THIS

It's the key question that gets you under the hood to sell Fram Replacement Cartridges and Fram Complete Engine Protection, plus other leading items.

FRAM CORPORATION, Providence 16, R. I.
In Canada: J. C. Adams Co., Ltd., Toronto, Ontario

For Complete Engine Protection

FRAM

OIL - AIR - FUEL

FILTERS

"We get all the carbon quick with SKIL Drills!"

SKIL power and compactness eliminate "finishing up" by hand!

MODEL 80 SKIL Drill

Extra powerful (even for its ½ in. capacity) ...yet it gets in places many a ¼ in. drill can't reach. Ask to see Model 80 SKIL Drill demonstrated in your own shop!

Clean out all cylinder head carbon FAST with SKIL Drills equipped with Rotary Carbon Cleaning Brushes. There's plenty of power to remove the hardest scale. Get into cylinder head corners with complete ease. You'll find SKIL Drills easy to use because they're light. Extra power makes them faster . . . extra toughness makes them last longer.

25 SKIL Drills give you the perfect drill for every operation . . . from light drilling to boring and reaming in hardest steel. Ask your SKIL Distributor to demonstrate money-saving SKIL Drills today!

SKIL Products are made only by
SKILSAW, INC.
5033 Elston Ave., Chicago 30, Ill.
Factory Branches in Principal Cities
In Canada: SKILTOOLS, LTD.
66 Portland St., Toronto, Ont.

SKIL
PORTABLE TOOLS

THERE IS NO SUBSTITUTE FOR

Quality, Availability and Completeness of Line in the

ENGINE BEARINGS YOU BUY!

1st in QUALITY—You know you do a top reconditioning job, with complete car-owner satisfaction, when you install Federal-Mogul engine bearings!

1st in AVAILABILITY—More and more, the service trade says—"If you can't get it from Federal-Mogul—you can't get it anywhere!"

1st in COMPLETENESS—More than 7,000 items in all—in Federal-Mogul's *complete* engine bearing line!

FEDERAL-MOGUL IS FIRST IN SERVICE!

Ask Your Federal-Mogul Jobber

The Complete Line—
More than 7,000 Items:

Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Exchange • Reconditioned Connecting Rods • Rebabbitted Connecting Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Bearing Metals • Laminated Shims.

FEDERAL-MOGUL SERVICE • DETROIT 13, MICHIGAN

(Division of Federal-Mogul Corporation)

CHECK these 3 points of protection *before you buy a compressor!*

What have you got to lose, in checking on all the advantages the "Y" compressor offers you? Only a few pennies and a little time. What have you got to win? Extra dependability and less maintenance, that can mean many extra dollars in your pocket. You'll find the "Y" provides all the usual modern features—two-stage action, air-cooling, automatic start and stop, multiple V-belt drive, fully enclosed crankcase, ASME-standard tank—plus three vital safeguards . . .

CONTROLLED PRESSURE LUBRICATION

The same positive oil circulating principle that keeps automotive engines operating for years is used in the Westinghouse "Y". Every moving part is bathed in a continuous flow of oil, distributed by a positive over-running oil pump, and "metered" with a ball-relief check. Only the "Y" gives you this protection.

LOW OIL LEVEL PROTECTION

Here's another exclusive point of protection. Compressor loading is delayed until full oil circulation is established, and unless oil level is at proper height. If oil level is too low, the failure to load attracts immediate attention, and trouble can be corrected before damage results.

THERMAL OVERLOAD PROTECTOR

Guards against motor burnouts . . . automatic switch cuts current if motor overheats. Standard equipment, *at no extra cost*, on every "Y".

The line of "Y" compressors includes displacements from 7.4 to 41.5 cfm, with motor capacities from 1½ to 10 hp. Gas engine drives are furnished when electricity is not available. Ask for Bulletin IDC 9302-3 for full details on sizes, types and accessories.

Westinghouse Air Brake Co.

Industrial Division WILMERDING, PA.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY

"THEY NEVER MISS ..!"

by Gum

For a clean deal – sell Prest-o-lite

Look How You Build Volume and Profit

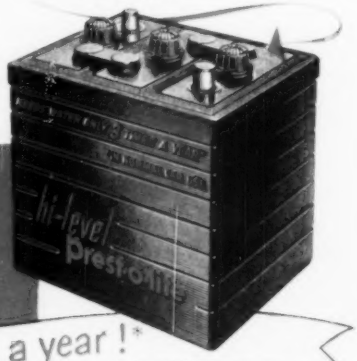
★ **SENSATIONAL HI-LEVEL**—needs water only 3 times a year.* 70% longer average life in tests conducted according to S.A.E. Life Cycle Standards.

★ **COLOR PAGES IN NATIONAL MAGAZINES**—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.

★ **OUTSTANDING DEALER PROGRAM**—sales stimulators, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

PREST-O-LITE BATTERY COMPANY, INC.
Toledo 1 Ohio

Ask about the Prest-o-lite Profit Plan



Prest-o-lite
hi-level battery

*...needs water only 3 times a year!**

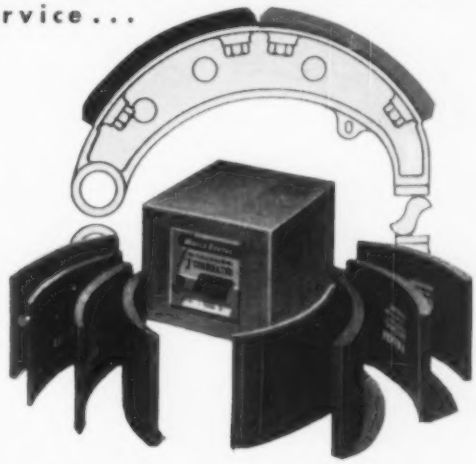
*In normal car use

ONLY **WORLD BESTOS** gives you . . .

"BIG RED"*

the GUARANTEED **NO FADE** BRAKE BLOCK

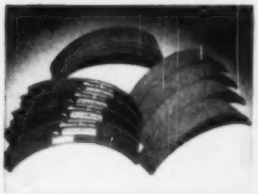
for Trucks, Buses, Trailers in extremely heavy duty service . . .



Plus . . . a full line of highest quality "Job-Tested" blocks and linings for every type of truck and commercial vehicle!

World Bestos PRESCRIBED FRICTION TRUCK SETS

Full molded segments for heavy-duty service requiring sizes up to and including 5/8".



World Bestos TRUCK GROUP BLOCKS

Undrilled heavy-duty segments available in 1/4", 5/16" and 3/8" thicknesses and varying drum diameters for general service on most trucks and buses.

World Bestos BRAKE BLOCKS

1/2" thickness and over, for heavy-duty trucks and buses. Available in following World Bestos Compounds: "Y," medium friction; "E," medium high friction; "D," medium low friction.

Write for World Bestos Catalog.

*** Sensational new BIG RED Block in the "J" Combination**

Can't fade . . . even with most abusive use under overload conditions. Guaranteed to eliminate glaze . . . reduce heat-checking . . . give positive brake action, long wearing brakes under severest conditions! Not affected by *heat or water*.

Complete "J" Combination Sets, with installation instructions, now available to heavy-duty truck, trailer and bus operators. *Job Tested* to assure perfect performance wherever service is abusive! Specify WORLD BESTOS "J" COMBINATION for original equipment or replacement. If local jobber cannot supply you, write direct to World Bestos, New Castle, Indiana.

Distributors and Jobbers:

Get your share of this profitable heavy-duty market . . . with WORLD BESTOS! Write NOW!

WB **WORLD BESTOS** NEW CASTLE, INDIANA

LIGHT, TOUGH, STRONG

FORGED FROM SELECTED ALLOY STEEL

Williams "Superrenches" provide great strength with minimum bulk and weight. Drop-forged from selected alloy steel and heat-treated, they are available in a wide range of sizes and many patterns. Chrome-plated over nickel with highly polished heads. Write for Williams Catalog A-50.

WILLIAMS

• OUR DISTRIBUTOR IS YOUR LOCAL WAREHOUSE

OPEN END, BOX, ADJUSTABLE & RATCHET WRENCHES; DETACHABLE SOCKETS & SETS; IMPACT SOCKETS; TOOL HOLDERS; LATHE DOGS; "C" CLAMPS; CHAIN PIPE TONGS & VISES; FLANGE JACKS; PLIERS; SCREWDRIVERS; PUNCHES & CHISELS; SOFT FACED "NUZLAFLEX" TIPPED HAMMERS; HOIST HOOKS; EYE BOLTS; THUMB SCREWS AND NUTS; BODY AND FENDER REPAIR TOOLS.

J. H. WILLIAMS & CO., AUTOMOTIVE DIVISION, BUFFALO 7, N. Y.

HERE'S LIGHT ON FILTER SALES & PROFITS IN

*VDD

"VISIBLE DESTRUCTIVE DIRT—that's the new, big Oil Filter selling theme WIX is spotlighting nationally this year! You'll find it repeatedly in 1950 in the Saturday Evening Post and Collier's, and in the big-time farm consumer books—Country Gentleman, Farm Journal, Successful Farming and Progressive Farmer!

It highlights the dramatic success of WIX Engineered Selling across America . . . the famous Cabinet Merchandiser and WIX Dirtector that have brought Oil Filter service sales out of the dark, into one of today's brightest profit opportunities for Dealers everywhere! A literal pump-side sales counter and equipment that sells Filters, sells Cartridges and sells Oil. Here's everything you need—right at your elbow—Identification Chart to spot the filter on the car you're servicing . . . a fast moving stock of WIX Cartridges to service 90% of the cars on the road . . . and, a shelf for your canned oil! Add the DIRTECTOR, the sensational WIX device to SHOW your customer the VISIBLE DESTRUCTIVE DIRT in his oil, and you've got a sales combination that blazes with money-making action! Ask for the facts.

GET IT FROM YOUR JOBBER

wix

TRADE MARK REG.

ENGINEERED FILTRATION

FILTERS • FILTEREFILS

WIX ACCESSORIES CORP'N • GASTONIA • N • C •

CANADIAN FACTORY: WIX ACCESSORIES CORP. LTD., 11 Wabash Ave., Toronto 3, Ont.

DELCO is your best choice because—

ONLY DELCO offers a COMPLETE LINE OF SHOCK ABSORBERS

YOUR BEST CHOICE BECAUSE—

Delco — and only Delco — makes the *right type* of shock absorber *for every car!* Single - acting, double - acting, knee-action or direct acting — no matter what type shock absorber your customers need, you have it with Delco. And Delco alone makes a *complete* line of shock absorbers.

YOUR BEST CHOICE BECAUSE—

Delco — and only Delco — can assure you of this huge, presold market for replacement and repair! Over 65,000,000 Delco shock absorbers are in use today! But that's only part of the story. *Every* car owner is a potential customer because Delco builds shock absorbers to fit every make of car on the road today!

YOUR BEST CHOICE BECAUSE—

Delco — and only Delco — offers the important advantages of one line, one quality! The Delco line alone brings you this sales opportunity. The Delco line is better for your customers . . . a better line for you to sell!

NEW! HEAVY-DUTY SHOCK ABSORBERS
for heavy-duty passenger car service

These heavy-duty shocks are just the thing for your customers' cars that get extra hard use. You can replace the shock absorbers of most late-model cars and many older models with this new extra-sturdy unit, easily and quickly—no drilling, no special brackets required. Obtainable now for 14 passenger car makes.

UNITED SERVICE MOTORS

DELCO SHOCK ABSORBERS—
A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

DELCO *Hydraulic Shock Absorbers*

VEEDOL
MOTOR OIL

A FAMOUS NAME

VEEDOL
TRACTOR OIL

The finest crude oil in the world is Bradford-Pennsylvania. It has become famous because it is the costliest, toughest, oiliest, most heat and wear resistant crude in the world. Veedol Oils are refined 100% from this famous crude!

VEEDOL MOTOR OIL — refined from this superb crude — actually makes motors run cleaner . . . checks sticky, corrosive compounds caused by oxidation . . . helps today's high speed engines run smoother and assures effective lubrication at any engine speed or temperature.

150-HOUR VEEDOL TRACTOR OIL is refined especially for tractors and made 100% from Bradford crude. Its excellent quality is apparent to tractor owners because Veedol stands up for a full 150 hours between changes in gasoline fueled tractors . . . cuts oil consumption in all tractors regardless of fuel used.

You'll find that Veedol customers are grateful customers . . . customers who make repeat purchases . . . meaning added profits to you. Veedol Oils and Greases are sold through independent distributors. Write for information today!

TIDE WATER ASSOCIATED OIL COMPANY
New York — Tulsa — San Francisco
* Atlanta, Rhodes-Haverty Bldg.
* Tulsa, Thompson Bldg.

TIDE WATER ASSOCIATED OIL COMPANY
New York Tulsa San Francisco

Look for the Ring of Quality in tubing and write for Penn's quality control story.

Jobbers everywhere agree

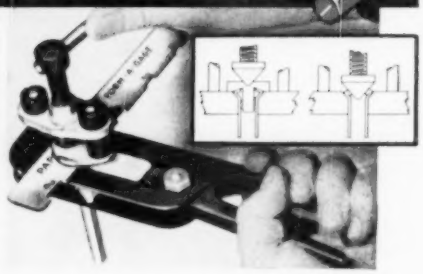
AUTOMOBILE MEN DEMAND *Penn*

THAT'S WHY *Penn* IS THE *No. 1* AUTOMOTIVE TUBING

SERVICE MEN ALSO AGREE ON PENN'S PAPCO TUBE TOOLS

The Papco No. 400 Tube Flaring Tool, six tools in one, quickly selects the right size for all hand tool flaring jobs.

The revolutionary Papco No. 500 Cutting Tool gives fine, fast, clean, square cuts—efficient, effortless performance.

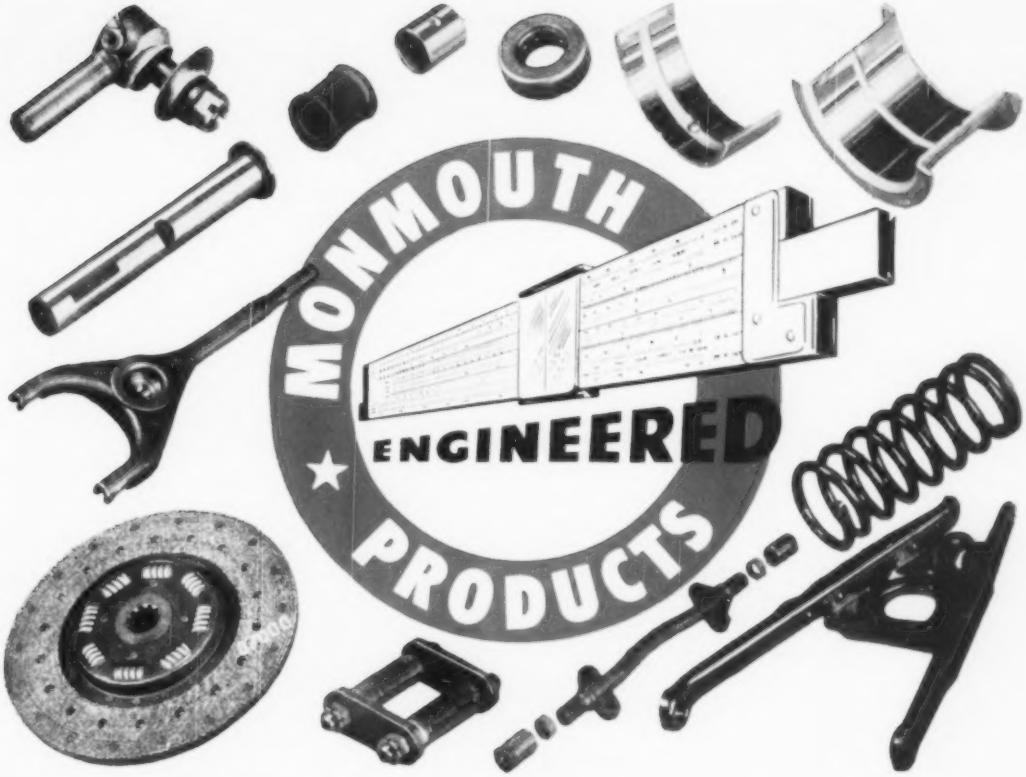


"Form-a-Gage" is Papco's new, modern height gauge with double flare plate (5 sizes in one) which assures better double flares. Only Papco has "Form-a-Gage."

FOR QUALITY TUBING—
SAY, "*Penn*—AGAIN"

Penn BRASS & COPPER COMPANY

ERIE, PENNSYLVANIA, U.S.A. • PHONE 3-5111



What they are—and why it pays to use them

THE line of Monmouth Replacement Parts includes the world's finest engine bearings, clutch plates and parts, King Bolt Sets, front end parts, and wheel suspension parts.

It pays to use Monmouth Replacement Parts because each one is specially engineered for the service which the vehicle is called upon to perform and the problems which will confront the repairmen in making replacements.

It pays to use Monmouth Engineered Replacement Parts because of the outstanding *Minute-Man Service* provided by N.A.P.A. Jobbers coast to coast.

For economy and perfect performance, specify "Monmouth" when you require replacement bearings, clutch plates and parts, and chassis parts.

NAPA Assurance of Quality

Your NAPA Jobber is a Good Man to Know!

MONMOUTH PRODUCTS DIVISION
THE CLEVELAND GRAPHITE BRONZE COMPANY
Cleveland 3, Ohio

FOR ENGINE BEARINGS
CLUTCH PLATES AND PARTS
CHASSIS PARTS

Monmouth Trade Mark *is the name*

HOW'S YOUR PUMP?
AC
FUEL PUMPS
WE INSTALL NEW
Country Gentleman
THE SATURDAY EVENING
POST
Pumps are Trumps for all retailers and service outlets who tie in with AC's big Fuel Pump *Replacement* Campaign for May. The above human-interest poster identifies you because it's featured in all AC ads for May. See your AC wholesaler for simple details. Small inventory—fast turnover—big profits.
18,843,981 Readers for May Fuel Pump Ads

6 MORE SERVICE ESSENTIALS . . .

ALL AC

AC Spark Plugs with patented CORALOX Insulator

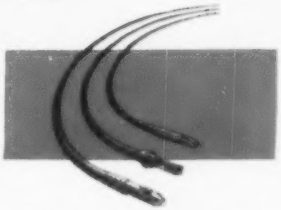
More and more vehicle owners want AC's with *CORALOX* Insulator, greatest spark plug advancement since the one-piece plug. Increase your service sales by replacing worn plugs with widely advertised AC's, with patented *CORALOX* Insulator.

AC SPARK PLUGS

AC Oil Filters and Elements "Dirt-Proof" Engine Oil

AC's big "Dirt-Proof" campaign is now in its second year, building a tremendous Replacement Element business for AC dealers. There's an AC Filter for nearly every engine—an AC Element for almost every make of oil filter. Cash in on this volume market.

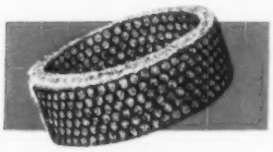
AC OIL FILTERS



AC Speedometer Cable-Casing Assemblies

AC excels in quality because of AC's patented machines and processes. Original equipment on half the cars on the road. Tailor-made assemblies packaged for replacement. Bulk cable and casing, with parts, also available.

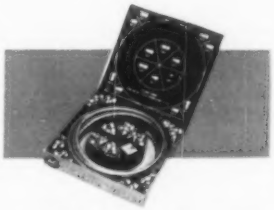
AC CABLE & CASING



AC Air Cleaners and Elements

AC is the big name in Air Cleaners, too, backed by tremendous original equipment volume. Heavy duty cleaners for cars, tractors and trucks. Low-cost renewal elements available.

AC AIR CLEANERS



AC Flexible Gasoline and Oil Lines

This complete AC Make-up Kit is for dealers who prefer to make their own flexible line assemblies. Tailor-made assemblies are also available, with an attractive Wall Merchandiser which stocks and sells. Sell new lines when you install Filters and Fuel Pumps.

AC FLEXIBLE LINES

AC Gasoline Strainers

Put this AC Counter Cutout on your showcase. It sells. The AC Strainer Element is fibre disc, impregnated with Bakelite, for definite and controlled porosity. Every engine needs a good gasoline strainer, to protect the carburetor.

AC GASOLINE STRAINERS

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

When it carries the name SIOUX it's *got* to be good!

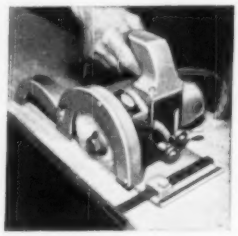
NEW!

SIOUX sets standards that are seldom equalled!

We *NOW* offer to the trade a *HAND FULL* of *POWER* for *BETTER – SAFER* hand-sawing . . the

SIOUX SAW

SHOWING ONE HAND OPERATION



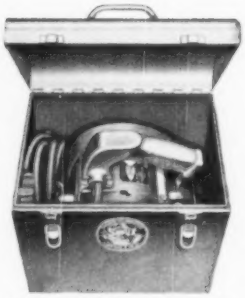
2" CAPACITY ELECTRIC HAND SAW

SPECIFICATIONS

SAW BLADE: 6¼" diameter, ⅜" hole.
DEPTH OF CUT: 2" in wood.
BASE ADJUSTMENT: Vertical 0 to 2".
BEVEL CUTS: 0 to 45 degrees, depth 1⅜".
BEARINGS: Ball and Roller Bearings throughout.
HELICAL GEARS: Heat treated alloy steel.
SWITCH: Double Pole, Momentary — Safety.
SAFETY GUARD with Spring Return.
BLOWER keeps line of cut free of sawdust.
CLOSE COUPLED design for convenient one-hand operation.
Net weight, 14½ lbs.
No. 1901 SIOUX SAW complete with Case. Equipped with Combination Blade and Wrench.

SPECIAL FEATURES

- Modern Design
- Helical Gear Drive
- Permanently Lubricated
- Sturdy, Powerful
- Light, Dependable
- Angle and Depth Adjustments
- Adjustable Rip Scale Guide
- Perfect Balance
- True One-Hand Operation
- Standard Round Hole Blades
- Exceptional Performance
- The Carpenter and Builders' General Purpose Saw



SAW COMPLETE WITH CASE

Sold only through Authorized SIOUX distributors

STANDARD THE WORLD OVER

ALBERTSON & CO., INC. SIOUX CITY, IOWA, U. S. A.

LOOKING FOR THE TOP PERFORMER?

CHOOSE PACKARD LOW TENSION CABLE *with* "249 compound"

You have a top performer when you stock and use Packard low tension cable with amazing "249 compound" insulation. This protective insulation, enclosed in Packard's well-known braid and lacquer exterior, makes Packard cable superior to all other low tension automotive cable.

Packard low tension cable has greater DIELECTRIC STRENGTH, GREATER RESISTANCE TO CHEMICALS, OILS, ABRASION, EXTREME TEMPERATURES and it will not HARDEN and CRACK. "249 compound" insulation lasts longer, will not support combustion. And what's really important in the shop . . . Packard low tension cable strips easily and cleanly to save time and trouble.

DID 'YA KNOW?

Packard low tension cable with "249 compound" was proved by test to be better than ordinary low tension cable by these percentages:

HIGH TEMPERATURE, 67% increase
DIELECTRIC, 70% better
CRUSHING, 67% stronger
ABRASION, 130% tougher
OIL, 125% increase

And only Packard low tension cable has all these plus features at no increase in price.

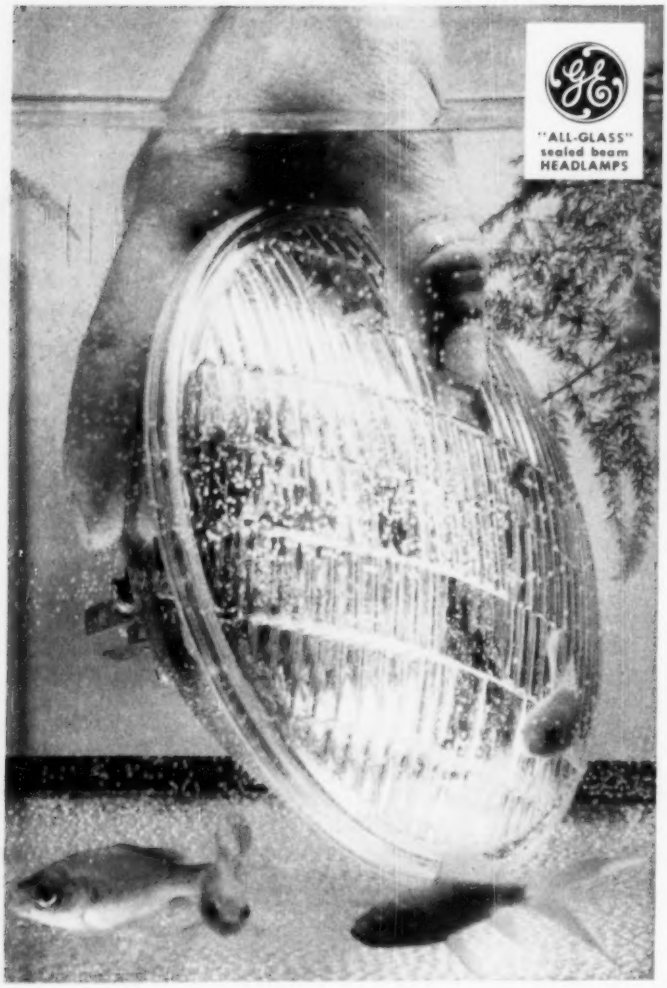
Packard Pete

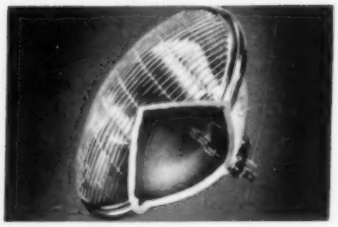
Packard

Packard Electric Division, General Motors Corporation
Warren, Ohio

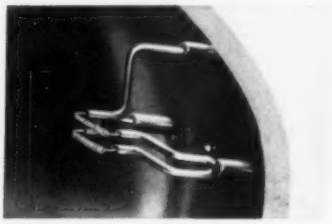
FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

Proof that moisture and dirt can't get into General Electric "All-glass" headlamps

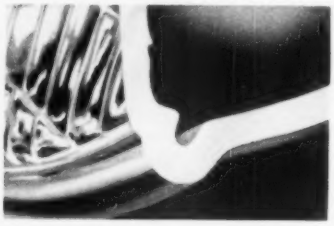




1 Not a drop of moisture gets inside this General Electric "All-glass" Headlamp! It's all one big, rugged hard-glass bulb.



2 These big, improved filaments won't shake loose on bumpy roads. They're firmly anchored to withstand vibration.



3 Since no light-dimming dirt gets through this one-piece all-glass construction, the average G-E headlamp gives 99% of original light to the very end of life. *It pays to stock and sell General Electric headlamps for all replacements.*

...that's why they DO NOT GROW DIM!

You can put your confidence in—

GENERAL ELECTRIC

A New Name — A New Package

FoMoCo

Here's real news for parts and service men . . . a name and package combination that makes parts inventory jobs easier . . . helps keep a more balanced stock . . . speeds customer service.

First, there's a new registered trademark for Genuine Ford Parts. It's **FoMoCo!** A name derived from the name Ford Motor Company. A name that stands for all the best . . . for top quality, precision manufacturing, long life.

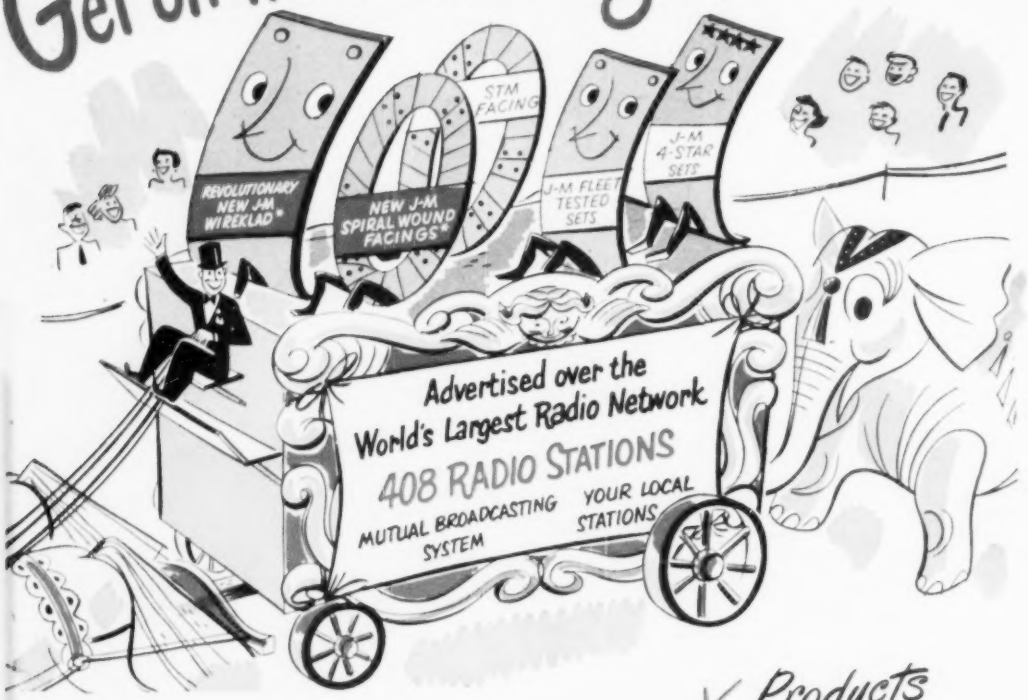
And there's the new FoMoCo package—each size and shape scientifically designed and labeled to give maximum protection of contents . . . greater ease of storage and identification . . . sales-making display value.

These new FoMoCo packages are gradually replacing the former Genuine Ford Parts packages. During the change-over, both will be available, containing the same Genuine Ford Parts that are made right to fit right and last longer.

Independent Garages . . . It pays you well to stock and sell FoMoCo Parts. Get more Ford service business with a complete assortment of FoMoCo fast-moving items. Order from your Ford Dealer today.

FORD Division of FORD MOTOR COMPANY

Get on the Band Wagon!



✓ Products
✓ Promotion
✓ Profits

Johns-Manville jobbers now have the best there is for dealers

Results of nation-wide survey confirm new business-building features for dealers in expanded J-M friction materials line

Here's everything you need for a bigger and better year in brake linings . . . based on a Johns-Manville conducted nation-wide survey of leading jobbers to determine just what *dealers* require for new sales opportunities and increased profits in brake materials for 1950!

Here it is: Important improvements in brake and clutch products, streamlined new shoe exchange plan for bonded-on linings; attractive, new sales-help literature; more local stations added to the largest radio program of any brake lining manufacturer . . . and many other new ideas that make this the soundest friction material program ever offered!

For example, there is the new WireKlad lining—an improved brake lining development with an exclusive, revolutionary new wire reinforcement. Also, another new item, the finest looking, better performing Spiral Wound Clutch Facing—that was developed by Johns-Manville for making clutch servicing easier, faster, more profitable.

It will pay you to write Johns-Manville today or get in touch with your Johns-Manville distributor. Get the details of this new, bigger and better Johns-Manville friction materials program for 1950—address Johns-Manville, Box 290, N. Y. 16, N. Y.

"Bill Henry and the News" Mutual Broadcasting System 8:55 P. M. Monday through Friday.

JM

NEW . . . WireKlad linings and Spiral Wound facings!

These two important new products star in the expanded Johns-Manville line for 1950! WireKlad is the newest and most revolutionary development in brake manufacture and highly stable performance.

Spiral Wound facings give drivers the amazing new "cushion" clutch action, plus the lowest rate of wear. They have excellent appearance; are easy and economical to install!

Johns-Manville

Asbestos

The FIRST name in asbestos brake linings

"Get It From Your Jobber"

FRICTION MATERIALS

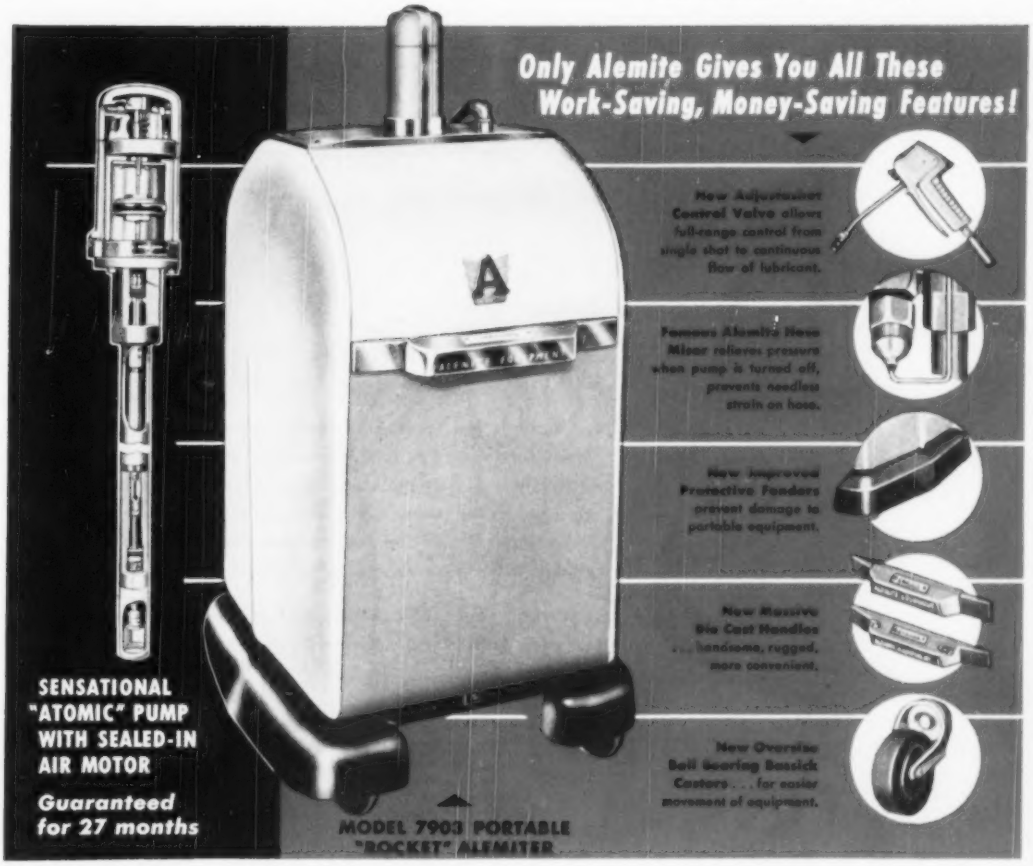
THE ALEMITE "ROCKET" LINE

Tops Them All for Beauty and Efficiency in the Moderate Price Range!

STEWART WARNER

The Alemite "Rocket" Line has everything! Everything you need for faster, easier, up-to-date service that attracts new customers and keeps them coming back for expert lubrication. The Alemite "Rocket" Line is *complete*, with matched units for chassis lubrication, gear lubrication and draining.

These streamlined "Rocket" units will make your service quarters an inviting "showplace." They give you compact efficiency and mobility in limited space. Assure yourself a larger volume of the lubrication business in your community. Put the Alemite "Rocket" Line to work for you right away. Contact your nearest Alemite jobber—today!



The lightweight, factory-sealed power unit in every "Atomic" Pump is unconditionally guaranteed for over 2 years! Should this air-power unit fail to perform as specified, Alemite will replace it FREE as long as 27 months after date of purchase.

In two-tone enamel finish. Has new "Atomic" Pump with sealed-in air motor, plus Alemite's "Skyscraper" construction for strength and durability. Air inlet and grease outlet located at top and outside of cabinet. Pump mechanism is removable.

ALEMITE

Pacemaker in Lubrication Progress

You've Asked for Them

—ACME *FACTORY*—

PAINTERS *EVERYWHERE* HAVE BEEN SAYING . . .

"GIVE US ACME FACTORY-MATCHED COLORS IN THAT FAMOUS ACME QUALITY."

They're right! There's a place for factory-matched colors in the paint shop . . . right alongside the famous Acme Color Eye!

So, Acme is now producing factory-matched colors . . . in the same superior quality that has been offered for over 25 years in Acme's famous tinting colors. These new factory-matched Acme colors match the recent model cars just the way they left the production line. Have them for your late-model jobs, alongside the reliable Acme basic tinting colors and the Acme Color Eye.

Now—Call your Acme jobber! He has a complete paint service for you: Acme Factory-Matched Colors and the famous Acme Color Eye.

MAKERS OF FINE VEHICLE FINISHES FOR 66 YEARS

ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICHIGAN

One of the world's largest manufacturers of automobile makers' finishes and automobile refinishes.

...HERE THEY ARE!

MATCHED COLORS

THESE ASSORTMENTS IN PINTS ARE READY FOR YOU!

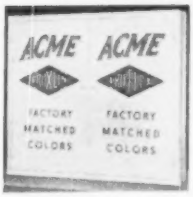
Acme PROXLIN, *for cars finished in lacquer*, is now available for:

- Chevrolet, 1946-50
- Buick, 1948-50
- Oldsmobile, 1949-50
- Pontiac, 1949-50

Acme PRO-FLEX, *for cars finished in baked enamel*, is now available for:

- Dodge, 1946-50
- Plymouth, 1946-50
- Ford, 1946-50
- Chrysler, 1949-50
- DeSoto, 1949-50
- Mercury, 1949-50

A BARGAIN AT $7.75



This sturdy, efficient cabinet for storing factory-matched colors. Holds 50 pints. Hangs on wall or stands on bench.

Announcing

FASTER COLOR EYE FORMULA SERVICE

Acme has increased its formulating staff. Color Eye owners are now getting stepped-up service on NEW FORMULA PAGES, which come v-e-r-y f-a-s-t after the new car-colors are announced.

CALL YOUR ACME JOBBER—Do it now. He has *IMPROVED COLOR MATCHING* for you, two ways: (1) On-the-button FACTORY-MATCHED COLORS (2) The famous ACME COLOR EYE.

GET IT FROM YOUR JOBBER

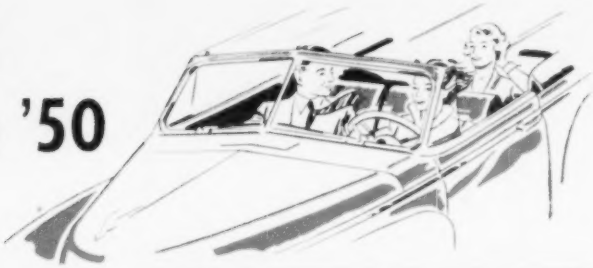
The ACME WAY *Makes* PAINTING PAY

ACME

AUTOMOTIVE FINISHES

ACME WHITE LEAD AND COLOR WORKS • DETROIT 11, MICHIGAN

Make a '42 feel like a '50



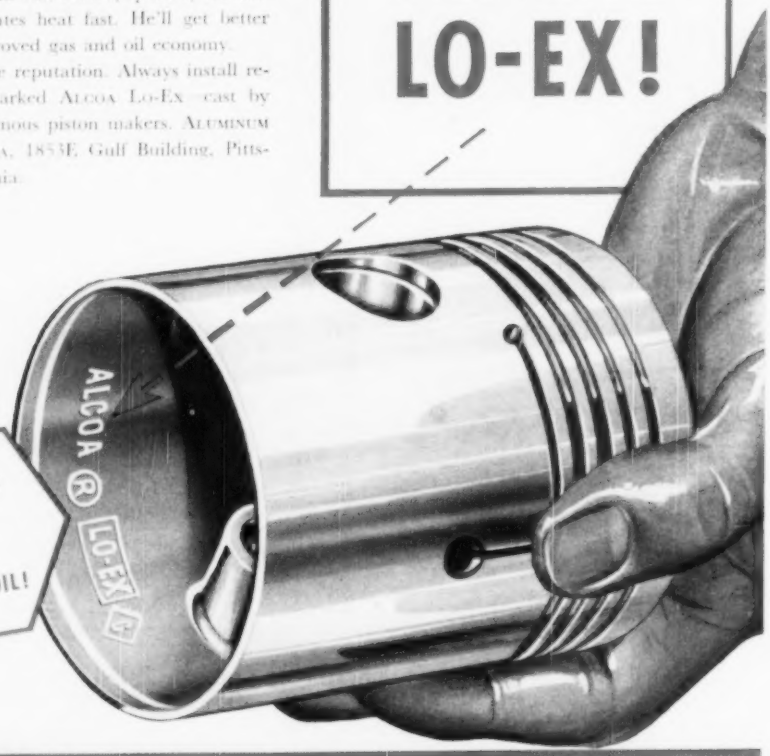
It's smart business when you can make a good profit and a good friend on the same sale. That's what happens when you bring a customer's sluggish, old engine back to life with replacement pistons of genuine ALCOA LO-EX!

He'll get full compression, because these light, strong pistons insure a close fit at all temperatures—thanks to low-expansion alloy and modern piston design. His engine will run cooler, quieter, because ALCOA LO-EX dissipates heat fast. He'll get better lubrication, too, improved gas and oil economy.

Protect your service reputation. Always install replacement pistons marked ALCOA LO-EX—cast by Alcoa, finished by famous piston makers. ALUMINUM COMPANY OF AMERICA, 1853E Gulf Building, Pittsburgh 19, Pennsylvania.

with Pistons of

ALCOA LO-EX!

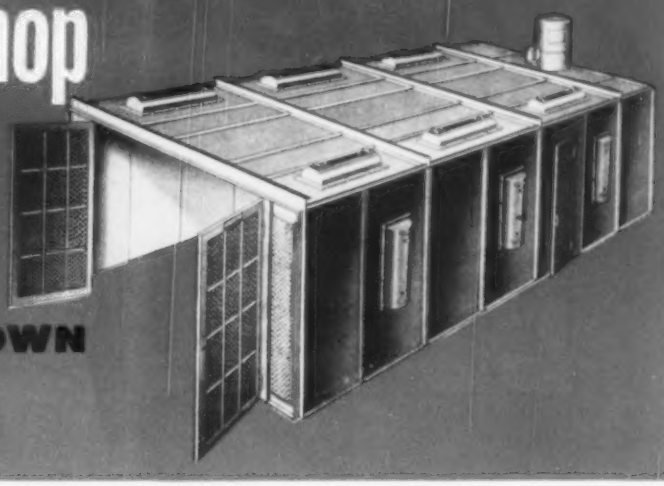


FULL COMPRESSION!
NO HOT SPOTS!
EASY ON GAS AND OIL!

ALCOA ALUMINUM

Aluminum Pistons of ALCOA LO·EX

HOW TO WIN THE body shop battle IN YOUR TOWN



YOU CAN *double* YOUR REFINISHING BUSINESS WITH THIS SALES PLAN . . . AND BRAKE SHOE EQUIPMENT

Want to outstrip competition in job volume and job profit? Want more slack to play with in your profit margin? Want everybody to know that you do the best body work in town?

The Brake Shoe Turnover Plan is no hocus-pocus . . . it's a solid common sense plan with plenty of sales pull that will accomplish the above objectives in six short months. This is how it's done:

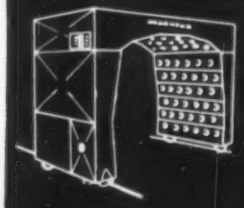
You get a brand new service for your town . . . an exclusive refinishing process that produces the same showroom finish originally applied by the car manufacturer on the assembly line.

You install factory methods . . . converting your shop to a production line operation with lower job costs . . . higher job profits than your present methods.

You create consumer demand with a proven program that brings in business on a quantity basis . . . *double* your present volume.

If you want to be the leader . . . the top body and paint operator in your area . . . it will pay you to talk business . . . double your business with us, *now*. Write for illustrated Sales Plan to:

BRAKE SHOE BUILDS 198 DIFFERENT MODEL SPRAY BOOTHS TO MEET YOUR SHOP REQUIREMENTS



THE BRAKE SHOE AUTO BAKE DRIES CAR ENAMELS IN 30 MINUTES

NO OTHER SPRAY GUN PRODUCES AS SMOOTH A FINISH AS MICRO-SPRAY

KELLOGG DIVISION, 96 HUMBOLDT ST., ROCHESTER 9, N. Y. - DOMINION BRAKE SHOE COMPANY, NIAGARA FALLS, ONT.

AMERICAN Brake Shoe COMPANY

Sell the Battery that's EASIEST to sell!

DELCO 1st

ON NEW CARS AND TRUCKS

Yes . . . Delco is America's *first choice* in batteries. And there's plenty of proof: More Delco batteries are going into new cars and trucks than any other brand.

People everywhere recognize Delco leadership . . . know Delco dependability . . . acknowledge Delco value. Yes . . . and they *look* for Delco when they are ready to buy. Delco's national advertising and nationwide promotions are working constantly to keep Delco the first choice.

So take the easiest way to more battery sales—sell Delco.

DELCO BATTERIES

DELCO BATTERIES—A UNITED MOTORS LINE

Available Everywhere Through UNITED SERVICE MOTORS *United Motors Distributors*

Buick Ring Job?

Look at this new Ring Set!

FOR any Buick, 1940 on—you can get wonderful results now with this new piston ring set. Each ring is engineered to do its job—*including Buick's newly developed FLEX-FIT oil ring, which wipes clean no matter how badly out of round the cylinder may be worn!*

Go to your favorite Buick dealer and get the whole set as a complete kit—at regular competitive wholesale prices!

Top compression ring—beveled to twist slightly, so it seats quickly, resists flutter, controls blow-by at high speed.

Second compression ring—tough yet flexible, to seat quickly, resist rotation and flutter, help control oil.

Upper oil ring—two-piece type, specially designed with scraping edge to give instant sealing action, high oil mileage.

FLEX-FIT oil ring—entirely new in principle. Ring is all one piece, notched out for great flexibility. Conforms to any shape cylinder, even if out of round—wipes at high speed.

Fits any shape cylinder

Still keeps oil control

Yes...this is an Oil Ring!

You'll do a better job quicker with . . .

ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

Get them from your Buick dealer!

Good Tools make your Job Easier—and Cost Less!

Duro-Chrome Tools are especially designed and engineered to take the wear and tear of *everyday use* by professional mechanics! They're tough enough to take plenty of hard usage and still retain the original precision tolerances and fit that makes your work go faster, surer, easier. If you use tools to make your living, you'll find Duro by far, *the best buy in tools.* Good mechanics everywhere, say, "It's *DURO-bility* that counts!"

DURO METAL PRODUCTS CO.
2649 NORTH KILDARE AVE., CHICAGO 39, ILLINOIS

SEE YOUR DURO JOBBER FOR THESE DOG GONE GOOD TOOLS

the Tool Crib of Specialized Tools is as near as your Neighborhood Jobber—See his Display TODAY!

DURO-CHROME TOOLS

Makers of Nationally Advertised DURO Power Tools

There's

PROFIT IN POWER BRAKING

SALES AND SERVICE
Vacuum
Bendix
Power
BK—HYDROVAC

Make the Most of it!

Only the

Bendix Franchise

Gives You All These Advantages

You sell the Bendix* Hydrovac*, world's most famous and widely used power brake.

A *complete* line of vacuum power brakes and other vacuum controlled equipment.

Compact Bendix Repair and Installation Kits simplify stocking and service work—give you just what you need for every job.

Under the Bendix Unit Exchange Plan you can build a profitable business repairing vacuum power units in your own shop.

Bendix simplified service instructions and training aids make it *easy* for your mechanics to learn vacuum power repair procedures.

You are backed by the greatest name in braking.

*REG. U.S. PAT. OFF.

SELL AND SERVICE

Bendix Hydrovac

The World's Most Widely Used Power Brake

The Bendix Vacuum-Power Sales and Service Plan puts you in a position to take full advantage of one of the fastest growing service markets in the field. Every part of this program is designed to help *you*—making power brake work *easy* as well as *profitable*. Add to this the world famous reputation of the Bendix Hydrovac and you will agree—the Bendix Power Brake franchise means *good business* any way you look at it.

Bendix
AVIATION CORPORATION

Bendix
PRODUCTS DIVISION
SOUTH BEND
INDIANA

These Bendix signs stand for good business and good business relations between factory, dealer and customer.

AUTHORIZED STROMBERG CARBURETORS SALES & SERVICE
Replacement Carburetors—Repair Kits

AUTHORIZED BENDIX BRAKES SALES & SERVICE
Original Equipment on most cars

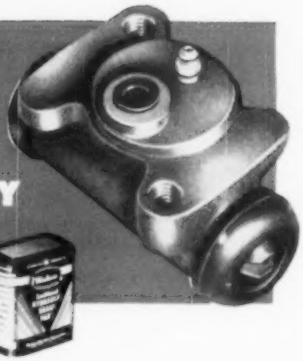
BENDIX METAL clean PARTS CLEANER
Cold Immersion Parts Cleaner that saves time and money

Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y. • Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada

Only WAGNER provides

* **696** DIFFERENT HYDRAULIC BRAKE CYLINDERS!

ALL FROM ONE SOURCE . . . ALL OF THE SAME HIGH QUALITY



* Available as individual parts, and as completely assembled cylinders.

Send for FREE CATALOG Today!

Please send me Wagner catalog AU-500 with One-Point reference to fast-moving hydraulic brake parts and lining.

Name _____

Firm Name _____

Address _____

City _____ *Zone* _____ *State* _____

You can depend on Wagner Quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

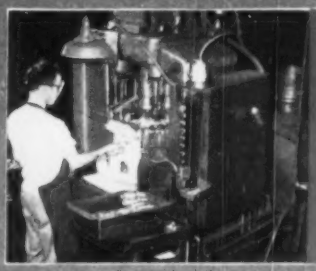
this complete coverage*

Wagner

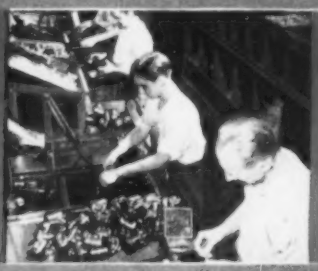
HAS THE FACILITIES...THE MACHINERY

...THE EXPERIENCE

QUALITY MATERIAL



ACCURATE PRODUCTION



SKILLFUL ASSEMBLY

DOUBLE-CHECKING

Wagner Hydraulic Brake Cylinders are available in types for practically all makes of cars and trucks . . . 285 numbers of master cylinders and 411 numbers of wheel cylinders. No other manufacturer offers such complete coverage.

Every Wagner brake cylinder reflects expert craftsmanship — from the first inspection of the original casting to the final testing. They're made right in the Wagner plant . . . with the most modern equipment and machinery available . . . and with the skill acquired in 25 years of experience producing brakes and brake parts for original equipment as well as for replacement needs.

All castings are made of highest quality semi-steel (*not* gray iron) to meet Wagner's rigid formula, and dimension specifications are strictly maintained to assure precision.

Wagner has invested millions of dollars in highly specialized automatic machinery, much of it designed to Wagner's specifications, to improve the precision manufacture of brake cylinders.

Every brake cylinder in the *most complete* Wagner line is made with the realization that the safety of drivers and passengers depends upon the perfection of each one. "Easy to understand" catalog makes ordering easy. Jobbers' stocks are backed by extensive inventories carried in each of 25 Wagner factory branches—assuring quick delivery even on slow moving numbers which might be hard to get from any other source. See your Wagner Jobber for complete details.

Wagner Electric Corporation
6362 Plymouth Ave., St. Louis 14, Mo.

Wagner

INDEPENDENT REPAIRMEN COUNT ON...

PONTIAC PARTS

Sign of a Progressive Independent Repairman

We Install PONTIAC Parts ENGINEERED ON Pontiac Cars

GET THIS NEW PONTIAC WHOLESALE PARTS CATALOG!

Get your copy of this handy book today. It's a complete catalog of Pontiac Factory-Engineered Parts—produced especially for the wholesale trade. Ask for it at your Pontiac Dealer's parts department.

No one is more appreciative of Pontiac's fine performance, quality engineering and outstanding dependability than the Pontiac owner.

As an independent repairman you can capitalize on Pontiac's enviable reputation by using Factory-Engineered Parts on all Pontiac jobs—thus assuring your Pontiac customers of continued fine performance, dependability and economy. At the same time you save time and money through quicker, surer repairs and complete customer satisfaction.

You can be sure your Pontiac owners *know* you use Factory-Engineered Parts if you display the attractive three-color sign reproduced above. Your Pontiac dealer can get one for you.

KEEP YOUR PONTIAC OWNERS HAPPY WITH PONTIAC FACTORY ENGINEERED PARTS

It's Practical-It's Profitable

Whiz

Carsmetics

...APPEARANCE RECONDITIONING INCREASES YOUR USED CAR VALUES

Buy them right... Fix them right... and you'll sell them right

Carsmetics appearance reconditioning is a *planned* procedure—planned by an expert to make reconditioning of used cars a *practical business method*. You can profitably recondition used cars with Carsmetics, because Carsmetics products are time and labor savers—every one!

You can get all the potential profit out of used cars when you use Carsmetics appearance reconditioning. Ask your WHIZ jobber for details, or write direct for a descriptive booklet.

REPAIR 'EM

Body repairs boost profits! You can make body and fender repairs for far less money with Met-L-it—the new extra-tough, extra-dependable cold metal.

REFINISH 'EM

New "spray-on" products to speed application of materials. Spray wax, upholstery tint, trunk interiors and convertible top coating can be sprayed on for speed and low material cost. Refinishing is practical and profitable!

CLEAN 'EM

Carsmetics products clean chassis, exterior finishes, windows and interior upholstery in a fraction of the time you would ordinarily spend. Chemicals do the work—you save on labor.

SELL 'EM

Appearance is the biggest factor in used car sales. With Carsmetics, you can put new sales appeal and new profits into your cars. Make reconditioning pay—with Carsmetics!

Look for the new Carsmetics line at your nearest regional automotive trade show.

FREE BOOKLET TELLS PLAN

Send for the Carsmetics booklet which describes the "21-STEPS TO INCREASED USED CAR VALUES." Here's an expert's method of appearance reconditioning.

Whiz

PRODUCTS OF Hollingshead LEADERS IN MAINTENANCE CHEMICALS

R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey

Canadian Offices Toronto · Warehouses Dallas, San Francisco, Chicago

No. 107
OK

ONE OF *142 Quality Checks*

Your vision through safety glass is drastically reduced wherever the sheet of plastic has separated from the glass. That's why L-O-F Safety Plate Glass is torture-tested to make sure the lamination is perfect. In our Check No. 107, samples taken from the line at regular intervals are boiled first, then inspected for the slightest separation.

This is only one of our 142 Quality Checks and Controls. All of them are equally important to your car owner customers—because they assure:

1. Better heat stability
2. Better light stability
3. Better strength for safety
4. Better adhesion, glass to plastic

That's why L-O-F Hi-Test is the best Safety Plate Glass you can get—*anywhere*. Libbey-Owens-Ford Glass Co., 1055 Nicholas Building, Toledo 3, Ohio.

NO FINER GLASS THAN
LIBBEY-OWENS-FORD

HI-TEST SAFETY
L O F
PLATE

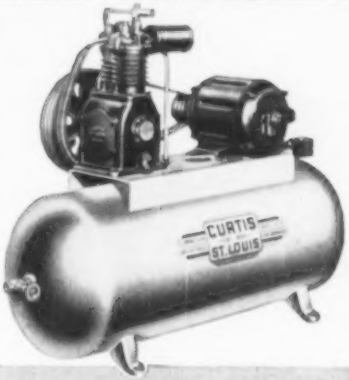
CURTIS

1/4 H.P. to 10 H.P.

AUTOMOTIVE AIR COMPRESSORS

96 Years of Successful Manufacturing

Curtis Air Compressors are available as either electric or gasoline driven (electric driven portable or stationary) — vertical or horizontal tank mounted.



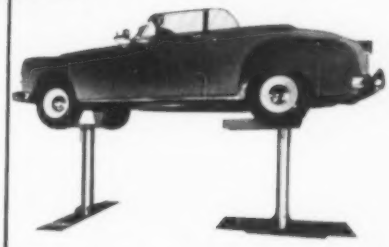
Long the Industry's Favorite... Features:

- *Timken-Bearing Equipped*
- *Self-Oiling*
- *Fully Enclosed Crankcase*
- *Finned Copper Intercooler*
- *High and Low Level Oil Gauge*
- *Fan Flywheel*
- *Positive Unloaded Starting*
- *A.S.M.E. Tank—Deep Penetrating Welds*

CURTIS

TWO-POST SHOP LIFT **FULL HYDRAULIC**

Designed specifically to permit greater accessibility and thus increase the efficiency of the mechanic.



More Profits Through Greater Shop Efficiency:

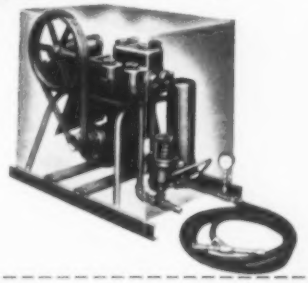
- *Easy "spotting" of vehicles*
  Front end self-locating. Wheelbase scale permits presetting rear supports
- *Minimum floor space required*
- *Rotatable rear carriage provides 60" wheelbase range*
- *Safe pickup —*
  "V" cut rear axle supports
  Multiple "V"—notched front supports
- *Maximum accessibility—room for tallest man to work with ease*
- *Minimum installation cost*

Also Single-Post Lifts for Passenger Cars, Single or Two-Post for Buses and Trucks.

CURTIS

HYDRAULIC CAR WASHERS **Four sizes—1 to 3 H.P.**

A 300-pound stream of water can be transformed to a soft rinsing spray — merely by a twist of the nozzle.



Do The Job Better... Faster

- *Four sizes—1 to 3 h.p.*
- *One and two-gun models*
- *Timken-bearing equipped*
- *Self-oiling*
- *Precision made*
- *Designed by the pioneer car washer manufacturer—96 years of "Know How"*

From a standpoint of SAFETY alone it will pay any driver to patronize the shop that uses a Curtis Hydraulic Car Washer.

CURTIS

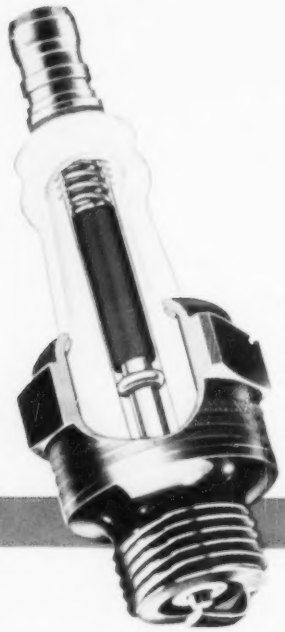
PNEUMATIC MACHINERY DIVISION
of Curtis Manufacturing Company
1938 Kienlen Avenue • St. Louis 20, Mo.

CURTIS PNEUMATIC MACHINERY DIVISION *of Curtis Manufacturing Company* A50-1
1938 Kienlen Avenue, St. Louis 20, Missouri
I am interested in items checked below.

- ☐ Air Compressors
- ☐ Auto Lifts
- ☐ Power Car Washers

Name.....
Firm.....
Street.....
City..... Zone..... State.....

Only AUTO-complete spark plug line



Sell the sensational new wide-gap Auto-Lite Resistor Spark Plug—original equipment on many leading makes of cars and trucks. Gives your customers smoother performance, double life and greater gas savings.*

Sell the regular Auto-Lite Spark Plug for all types of engines. Ignition engineered by ignition engineers. Original equipment on many of America's finest cars, trucks and tractors.

. . . The Auto-Lite line also includes special spark plugs for marine, aviation, diesel and model use. Ask about the Auto-

*Cut-away view shows the 10,000 ohm Resistor which permits wider initial gap settings and makes these advantages possible. Double life under equal conditions as compared with narrow gap spark plugs.

Plus the 4 big advantages of the AUTO-LITE R.S.D. PLAN

Consider fully the benefits that come from the four big advantages of the Auto-Lite Registered Service Dealer plan. It means maximum profit for you, so get the details now from your Auto-Lite Spark Plug Jobber, or write to

THE ELECTRIC AUTO-LITE COMPANY

Toronto, Ontario • *Merchandising Division* • Toledo 1, Ohio

1 Maximum Profit . . .

LITE offers you a for Maximum Profits

No other spark plug maker can match this line and the program back of it...

Sell the Auto-Lite Transport Spark Plug with aircraft type insulator, heavy electrodes and rugged construction especially suitable for farm, bus and truck operation. Gives lowest cost per mile of spark plug operation.

Auto-Lite Spark Plugs—Patented U.S.A.

Lite merchandiser, spark plug cleaner, and "Plug-Chek," famous as "the most effective selling tool in the industry."

Television
Network Radio
Magazines
Newspapers
Farm Papers
Displays

2 R.S.D. Prices on Fill-in Orders

3 Flexible Stock to cover all popular Cars and Trucks

4 Tested Promotion Helps and Factory Mailings

COSTS UP? PROFITS DOWN?

American Brakeblok

REG. U. S. PAT. OFF.

has a sure-fire program to increase your business without increasing your costs or overhead.

NAPA Assurance of Quality

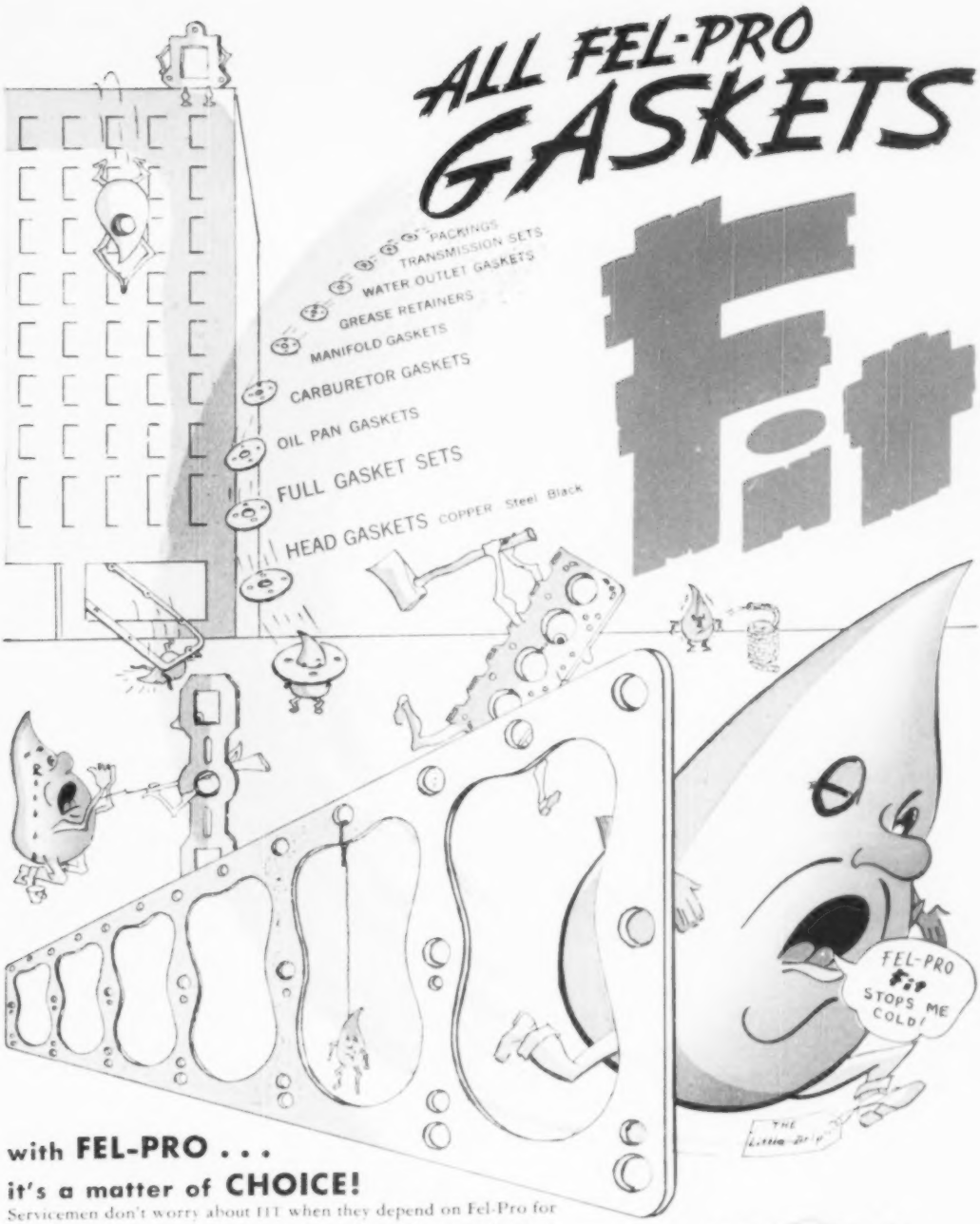
NAPA Jobbers everywhere and 39 warehouses have all the details.

See your NAPA Jobber Salesman.

American Brakeblok
REG. U. S. PAT. OFF.
BRAKE LINING

AMERICAN Brake Shoe COMPANY

AMERICAN BRAKEBLOK DIVISION
Detroit 9, Michigan



with FEL-PRO . . .
it's a matter of CHOICE!

Servicemen don't worry about FIT when they depend on Fel-Pro for *all* their gasket needs! Choose any of the gaskets, washers or packings from the hundreds stocked by your Fel-Pro Jobber . . . you'll find them *all* — "FAMOUS FOR FIT"! Years of experience in serving Car Factories is the reason back of Fel-Pro's reputation for FIT! Car Factories depend on it—you can too! Why not begin standardizing on Fel-Pro? See your Fel-Pro Jobber TODAY!

FELT PRODUCTS MFG. CO., 1548 Carroll Avenue, Chicago 7, Illinois

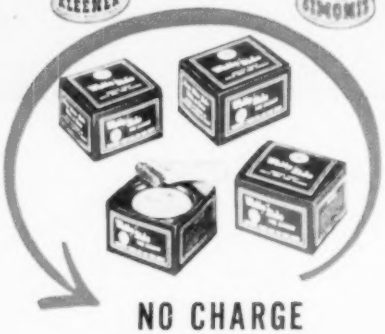
FEL-PRO

GASKETS

Full Gasket Sets, Packings, Grease Retainers

Here's a chance to "clean-up" with Simoniz!

Bonus Package gives you over 41% profit on the merchandise you buy!



The Majority Of Your Customers Simoniz Their Cars

According to an authoritative survey 2 out of every 3 motorists who polish their cars use Simoniz and the Simoniz Kleeners. It means that the majority of the motorists you serve use these famous products. But how many do you sell? So ask every customer whether he needs Simoniz and Simoniz Kleeners. Display these money makers. Let your customers know you have them . . . and also White-Side, the miracle white-wall tire cleaner. Then watch your profits soar . . . especially where the bonus package boosts your margin to 41%. Order several from your jobber today!

NO CHARGE

4/13 oz. kits Whiteside
Retail value $2.36 Each sells for 59c

Whiteside — Miracle white-wall tire cleaner!

A popular, profitable item that cleans white-wall tires faster and better — keeps them like new! Contains no bleaches or ingredients injurious to rubber. Bronze bristle brush included with each can of WHITESIDE.

PROFIT BONUS PACKAGE

	YOU PAY	YOU SELL FOR	YOUR PROFIT
12/7 oz. Simoniz	$4.80	$7.08	$2.28
6/20 oz. Simoniz Kleener (Liquid)	2.40	3.54	1.14
6/12 oz. Simoniz Kleener (Paste)	2.40	3.54	1.14
BONUS 4/13 oz. kits Whiteside	no charge	2.36	2.36
	$9.60	$16.52	$6.92

Motorists Wise

SIMONIZ®

EXTRA!

BONNEY NEWS

WORLD'S FINEST TOOLS

$5000.00 JACK-POT Will Be Split By Mechanics!

Rules Simple

Contest Closes May 31st

Easy To Enter No Purchase Required

1507 PRIZES

The Easiest Way To Make Money You Ever Heard Of!

The MECHANICS' JACK-POT is a different kind of contest. Absolutely *no purchase* is required to enter—*no* box tops, *no* coupons. (You don't even have to be an owner of Bonney Tools!) All you have to do is complete this sentence in 25 words or less:

"I PREFER BONNEY TOOLS BECAUSE . . ."

Your chance of winning is every bit as good as the next fellow's. Just read the rules, complete the entry blank attached to this ad, and mail it to MECHANICS' CONTEST, BONNEY FORGE & TOOL WORKS, P. O. BOX 831, ALLENTOWN, PA. The important thing is to *send in your entry now*.

READ THESE RULES CAREFULLY

1. The contest is open to all mechanics and mechanics' helpers in the continental United States.
2. The following are *not* eligible: employees of Bonney Forge & Tool Works and members of their immediate families; employees of any Bonney sales organization, distributor or jobber; employees of the Bonney Forge & Tool Works' Advertising Agencies.
3. All entries must be postmarked *not earlier than March 1, 1950 and not later than May 31, 1950*. Address your entry to: Mechanics' Contest, Bonney Forge & Tool Works, P. O. Box 831, Allentown, Pa.
4. The entries will be judged for originality and aptness of thought. Duplicate prizes will be awarded in case of ties. The decision of the judges will be final. Entries will not be returned, and all become the property of Bonney Forge & Tool Works.
5. Contest winners will be notified by letter no later than June 30, 1950. Winner lists will be available on request to contestants who send in stamped, self-addressed envelopes.
6. Each contestant is limited to *one entry*. If more than one is sent in, only the first entry received will be considered.

YOU CAN WIN ONE OF THESE BIG PRIZES

First prize	$1000.00	Fourth prize	$100.00
Second prize	500.00	Fifth prize	50.00
Third prize	100.00	Sixth prize	50.00
Seventh prize	$50.00		

PLUS 100 prizes of $15.00 Tool Purchase Certificates

PLUS 400 prizes of $11.00 Zenel Open End Wrench Sets

PLUS additional prizes of Bonney Tie Clasps for the next 1000 best entries

ENTRIES MUST BE POSTMARKED NOT LATER THAN MAY 31st

MAIL TODAY

OFFICIAL ENTRY

BONNEY FORGE & TOOL WORKS
P. O. Box 831, Allentown, Pa.

MECHANICS' JACK-POT CONTEST

"I prefer Bonney Tools because . . .

NAME

Street City State

I work at

My Bonney Jobber is

In order to help your Bonney Jobber Salesman participate in this contest, ask him to help you with your entry statement and, if he does help you, enter his name here.

BONNEY TOOLS

BONNEY FORGE & TOOL WORKS

ALLENTOWN, PENNSYLVANIA

NOW! a Special SAF-LIFT

... Here's the CAR OWNER SAF-LIFT that started it all!

This is the jack that's already a sensation with motorists... when they see it, they want it! It's a jack you can sell without a sales talk...without wasting time...its revolutionary design, practical construction and safe operation help to SELL ITSELF! Ask your AUSCO Jobber to show you facts and figures on service station success with Saf-Lift!

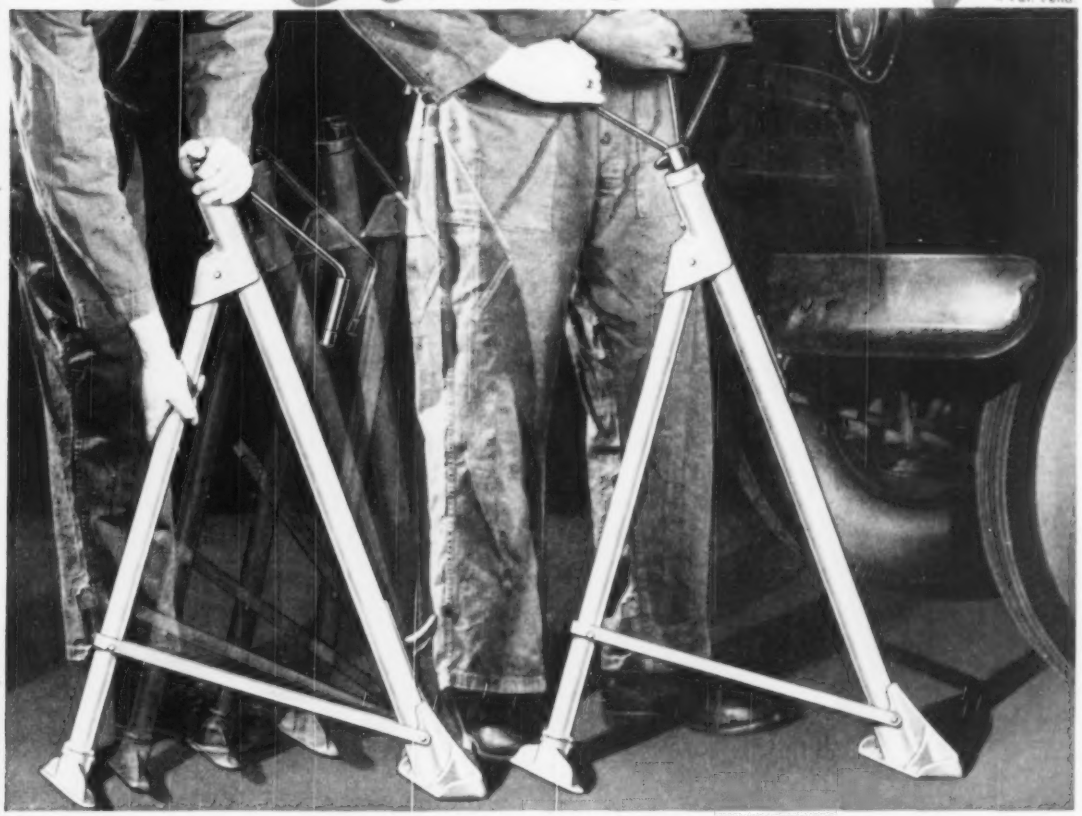
Hottest Selling Bumper Jack on the Market!

...Here's the New.

You Get the Lowest-Cost SERVICE-JACK on the market for $12.50 dealer net

*for Service Men!

* Pat. Pend



EXTRA-RUGGED, HEAVIER-BUILT SAF-LIFT

that MAKES CAR SERVICING EASIER in the SHOP, STATION, GARAGE or on the ROAD!

You wanted it, here it is . . . the SERVICE-STATION DUTY SAF-LIFT! It's the rugged "big brother" of the revolutionary Saf-Lift Bumper Jack, which met with such popular response that many service men employ it for service use. Now you get all the famous Saf-Lift features *plus* many heavy-duty advancements, in this new extra-strong SAF-LIFT . . . expressly constructed to lift ANY passenger car with year-in, year-out heavy-duty efficiency!

The new SERVICE-STATION DUTY SAF-LIFT is just the jack to throw in the back of the service truck for emergency road calls; comes in handy as an auxiliary jack right in your shop or station when a quick, simple lift is needed.

Your Ausco Jobber will gladly show you the new SERVICE-STATION DUTY SAF-LIFT, as well as the SAF-LIFT Bumper Jack for re-sale to car owners . . . or write for latest catalog sheets to:

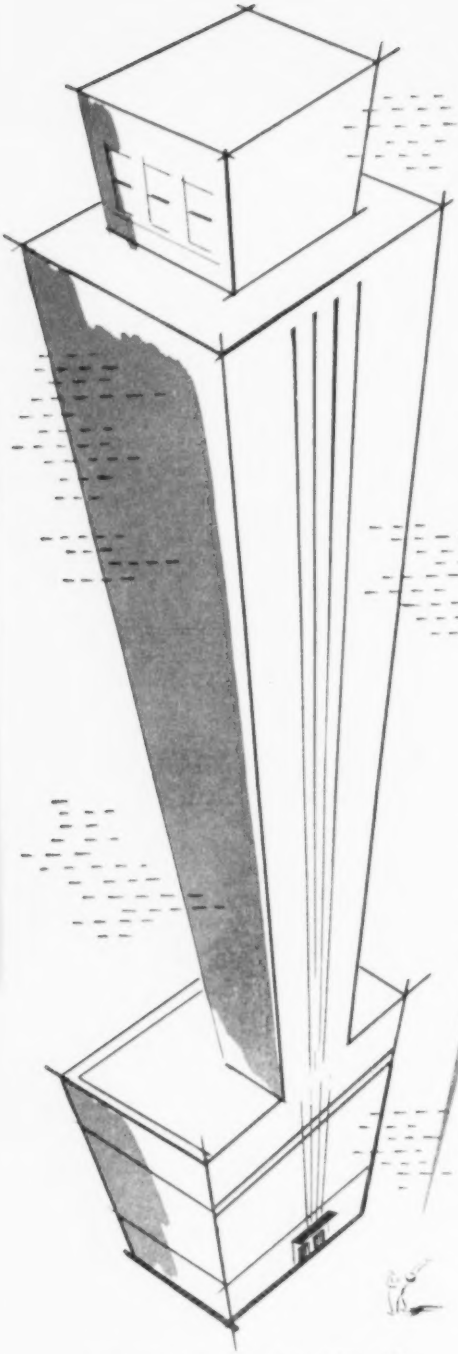
AUTO SPECIALTIES MFG. CO., DEPT. SA-5 **ST. JOSEPH, MICH.**

OTHER PLANTS: Benton Harbor and Hartford, Mich.; Windsor, Ontario, Canada

New, SERVICE-STATION DUTY ***SAF-LIFT*** BUMPER JACK

Specially designed for Service Use by **AUSCO**

© Copyright 1950 by Auto Specialties Mfg. Co.



GOSH

it wasn't even here this morning

Now, w-a-i-t a minute! That's going a little too far. Maybe we do perform industrial miracles in this America of ours, but we haven't gotten around to putting up skyscrapers in *one* working day—not yet anyhow. But we're doing things almost as miraculous as that.

Automobiles, radios, television sets, washing machines and so many other wonderful things are pouring off our production lines by the thousands—daily.

Never before in the history of the world have so many labor-saving, time-saving, miracle-working devices been made for the comfort and convenience of any people.

How do we do it? Easy!

We do it simply by a unique combination of qualities that make our nation the most productive of any country on earth. We do it with a system built on our solid faith and belief in the dignity of the individual.

We haven't reached a state of perfection yet. We probably never shall. But we've been getting better and better and better all the time. While we've been making all of these wonderful things, we've been working progressively shorter hours, earning more money, living better and decreasing the cost of production so that prices can go down.

Our American system is the best, the most thrilling, ever devised. With even better teamwork, the future is unlimited. If you want to help make that future, join with The Advertising Council in explaining the American economic system to your employees.

Order copies of the booklet "The Miracle of America" which explains clearly and simply how a still better living can be had for all if we all work together. See that each of your employees receives one of these copies.

Let's show the world what Americans can do when they really try.

WANT TO HELP?
MAIL THIS

The Advertising Council, Inc. Dept. B
25 West 45th St., New York 19, N. Y.

Please send me prices on _____ copies of "The Miracle of America", so that each of my employees may receive one.

Name _____

Company _____

Address _____

THE ADVERTISING COUNCIL, INC.
A non-profit organization representing all phases of advertising dedicated to the use of advertising in public service
25 West 45th St., New York 19, N. Y.

Don't order a drop of anti-freeze...

until you've seen this new Du Pont PROFIT PLAN for 1950

The automotive service industry has never seen anything like this special Du Pont Anti-freeze Profit Plan. With it, you'll sell not only more anti-freeze, but also more chemicals and parts. And . . . you'll be able to give the service for which your customers will pay.

You'll find this program complete down to the last detail—full of proved promotion ideas and with all the material you need . . . window displays, selling helps, procedure forms and the most practical and revolutionary cooling system manual ever designed. It offers a golden chance to make next fall and winter the greatest anti-freeze profit season you've ever known.

Ask your jobber about this Special Du Pont Program. Don't miss a word of the exciting profit plan your jobber's salesman can offer you. You can put it to work *right now* for additional spring and summer cooling system conditioning profits.

"ZERONE"*

$1.25 A GALLON—Every year more motorists buy "Zerone" anti-freeze than any other brand. Order this fast-seller now, to be sure to get your share of the big market for standard-priced anti-freeze next fall and winter.

DU PONT

"ZEREX"*

$3.50 A GALLON—"Zerex" anti-rust, anti-freeze is the new favorite among premium-priced anti-freezes. When you stock both "Zerone" and "Zerex," you're in a position to meet the needs of all your customers.

*Reg. U. S. Pat. Off.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

"smartest* package"*

The NEW Auto-Lite

Silver Line

SELLS on Sight!

You'll find the new Auto-Lite "Silver Package" worth its weight in gold as it "sells up" your wire and cable sales for more profits and premium quality satisfaction. The Auto-Lite "Silver Line" is a complete line—Steelductor Spark Plug Wire, Flex-strand primary wire, Auto-Lite Battery Cable with the new Anti-Corrode Terminal that holds tight. Cut-to-length sets for all popular cars and the widest range of solderless terminals in the industry. Get in on the "Silver Package" profits. Write to

THE ELECTRIC AUTO-LITE COMPANY
Merchandising Division

Toronto, Ontario • Toledo 1, Ohio

Available to all stocking dealers

Cash in on this new Auto-Lite "Silver Line" Wire and Cable program with this outstanding new Auto-Lite Steelductor Merchandiser. This big 25½" high, 14½" wide display in brilliant silver, red and blue colors will help spark sales and profit on your entire line. Get yours by ordering from an Auto-Lite Jobber today.

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30 MAY, 1950 No. 5

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POWER-PACKED for all Automotive Soldering

NEW WELLER AUTO-MECHANICS 250-WATT Soldering Gun

Here's the soldering gun that handles *all* automotive work—heavy or light. You can use it for body touch-up, gas tank, gas line and radiator repair, instruments, ignition, generator and other electrical work. It's husky for heavy duty, yet compact and handy—gets into the tightest spots, even under the dash. Pays for itself in a few months, too! 5-second heating means mechanics lose no time. Trigger-switch control means no current wasted—no need to unplug the gun between jobs.

You'll solder faster and easier with Weller's new *Auto-Mechanics* Gun. Chisel-shaped RIGID-TIP provides more soldering area for faster heat transfer. And new "over-and-under" terminal design gives bracing action to tip. No other soldering tool offers the auto technician so much convenience. Order your new 250-watt Weller Gun from your automotive parts distributor today, or write for bulletin direct.

Soldering Guide Get your copy of "Soldering Tips"—new, fully illustrated, 20-page booklet of practical soldering suggestions. Price 10c at your distributor's or order direct.

WELLER MANUFACTURING COMPANY

825 Packer Street
Easton, Pa.

Once they drove by
NOW they DRIVE IN...

For NIEHOFF
WARRANTEED IGNITION

A CONTINUOUS PROFIT opportunity is open to every Automotive Service Shop through Niehoff Warranteed Ignition. It gives the car owner a broad service warranty, creates customer confidence, and assures complete satisfaction. Besides, it attracts new ignition and tune-up work, builds steady repeat business and multiplies profits for you.

OVER 12-MILLION READERS of the *Saturday Evening Post* are being sold on Niehoff Warranteed Ignition. A complete merchandising and point-of-sale promotion program that ties your shop directly to the *Post* is yours without cost.

GET READY *for the Spring tune-up season NOW! Be FIRST in your community with this business builder that brings them in and brings them back. Write for FREE 4-color Booklet, "Bread 'N Butter SALES PLAN", that gives full details.*

C. E. NIEHOFF & CO.

4922 Lawrence Ave. Chicago 30, Ill.

BRANCHES: BOSTON 34, Mass., 254 Brighton Ave.; LOS ANGELES 15, Calif., 1330 W. Olympic Blvd.; NEW YORK 19, N.Y., 250 W. 54th St

NIEHOFF *The Best in Ignition*

OUR RESPONSIBILITY – AND YOURS

No. 1 in a series of editorial messages

THE primary objective of a business or industrial magazine is to furnish trade or technical news and information to the special field which it serves. Its sphere of editorial activity is usually limited to that special field. Political or general economic developments are not regarded as coming within that sphere; but, rather, they are developments to be explored and interpreted by the newspapers and general magazines.

With no apologies but with what we feel is a necessary explanation, we are now venturing to step outside that limited sphere of editorial activity—to the extent of one page in each issue devoted to what we regard as the gravest menace confronting our readers.

That menace might be termed socialism, it might be termed statism, it might be termed the "welfare" state. But, in a general way, it might be summed up as the growing tendency to expect or permit government to do for us the things which we should do for ourselves. In turn, that means the gradual development of an all-powerful central government, with more and more governmental controls; with an ever-increasing portion of the national income turned over to the tax collector; and—of necessity—with the gradual loss of individual freedom and opportunity.

What is this thing which we refer to as socialism? At a recent southern convention a speaker aptly described it as the system in which the government says: "Give me more and more of your earnings or property so I can take more and more care of you (I don't trust you to take care of yourself) after I have taken care of myself and my friends."

Now social legislation is not necessarily socialistic—as, for instance, where social security measures are financed by payroll taxes, are held within reasonable bounds, and where the primary objective is not redistribution of income but spreading of individual income more evenly over a period of time. But it can be carried to the point where it becomes definitely socialistic. That point is reached when it absorbs so large a portion of the national income as to offer a definite threat to our system of private enterprise. And that point *can* be reached under our existing welfare programs.

Within another generation, according to conservative estimates, our present welfare programs will be absorbing as much as 18% of the covered payrolls. That this estimate is not unreasonable is evident in the fact that already the payroll tax of the railroads is more than 15%.

And on top of that, we are now asked to approve socialized medicine—the ultimate cost of which is unknown, but it certainly would amount to many additional billions of dollars.

In addition to more and more government controls through welfare programs, socialism proposes to control the means of production through nationalization of basic industries. Its ultimate aim is the virtual elimination of our present system of private enterprise. Thus, as pointed out recently by James F. Byrnes, "socialism is but a step toward communism."

Already we have gone far down the road of socialism. In addition to expanded welfare programs, we have legislation which pushes up wages to uneconomic levels, we have vast government housing projects, we have rent control, we have control of interest rates, we have government head-over-heels in electric power production, and we have vast government subsidies and payments to the extent that an average of one adult American in every six now receives *regular* checks from the government.

Because we feel it is so grave a menace which confronts all of us, we propose to devote this page in the next several issues to more detailed discussion of various phases of the problem.

This is *our* responsibility. We realize, of course, that many of our readers will be entirely familiar with the story. But we hope that by covering the subject in this way, we may be furnishing material which our readers can use in carrying the story to their employees and associates. That is *your* responsibility.

All Around the U.S.A.

Sealed Power

MD-50 STEEL OIL RING

The only ring with the
FULL-FLOW SPRING

Double the Drainage with Half the Drag!

GET IT FROM YOUR JOBBER

SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS — BEST IN OLD CARS

SPOTLIGHTING *the* NEWS

Runaway production, as dramatic as runaway horses used to be, is being experienced almost literally on assembly lines these days. Even with the absence of the tens of thousands of cars and trucks which would have been coming off Chrysler's lines but for the strike, the industry was turning out units as never before. For example, the 2,000,000th unit of 1950 was built by the 20th of last month. That figure wasn't attained until three weeks later last year. The production last month was at an annual rate of more than 6,000,000 units. Forecasters generally predicted that a greater output rate would be attained before any slack would take place.

Low stocks of new units were reported by many southern dealers. One Ford dealer in a city of 75,000 said it would take 100 cars to meet his actual bona fide waiting list. He had two convertibles and a station wagon to show off—and not another unit on hand at the moment he was speaking.

Alabama dealers, spurred on by their very alert executive vice-president, Frank R. Broadway, arranged for a mammoth parade at Montgomery May 9 to help put their accent on traffic safety. Dealers throughout the country have put their money behind the general movement to make the public safety-conscious by offering cars for driver training and safety instruction to high schools. But the Alabamans arranged for the next logical step—a big safety rally for state, county and local school authorities with the local and state highway traffic authorities, the dealers participating in the rally and planking down the money for a luncheon during the rally. The more than 50 cars turned over to schools by dealers were to be among scores in the parade. "We believe the public is going to be more safety conscious than ever by what we're trying to do in our state," said Broadway. "Our members are bound to reap a lot of public good will from this as well as help in the cause to save lives and broken bodies."

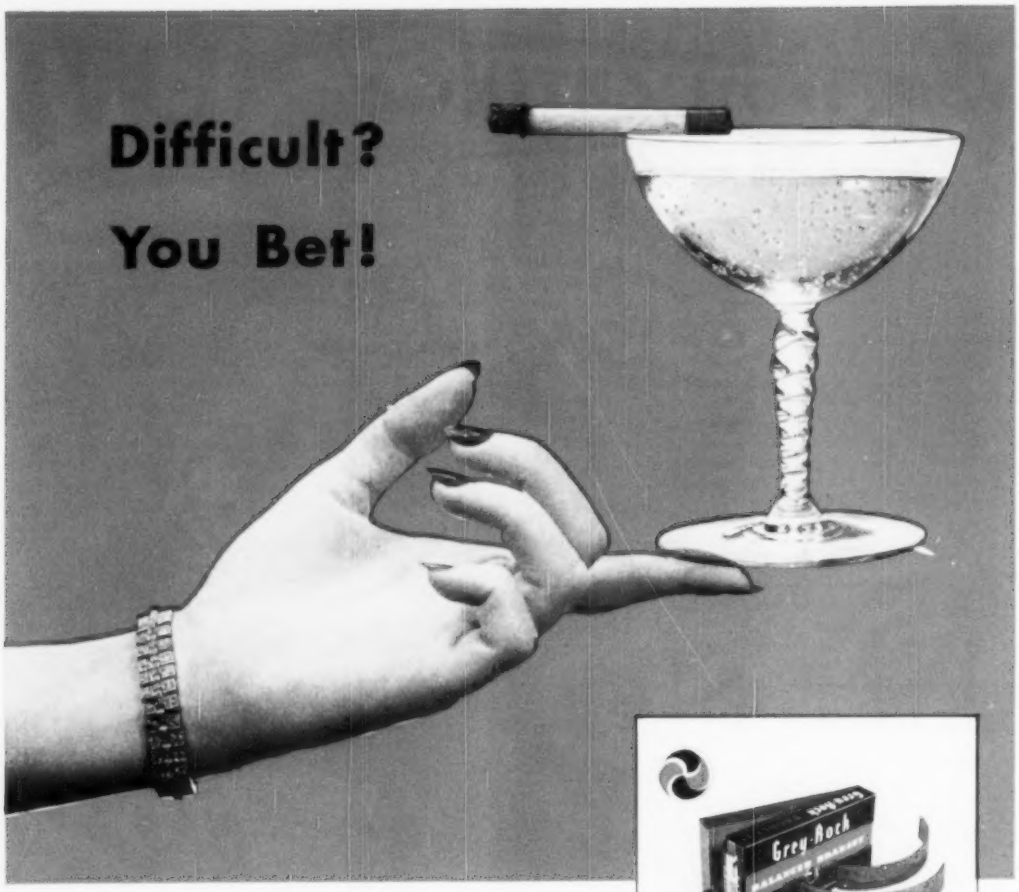
Self-service stations seem to be spreading slowly in the South. One of the latest scheduled appearances was near Washington, D. C. W. C. Wells reported he was building a station on River Road in Alexandria, Va., and expected to be operating by mid-May. "This is America where a new idea has a chance to succeed," was his comment. "We should welcome new ideas." Opponents of the idea have maintained that it increased substantially the fire hazard if each motorist was permitted to fill his own tank.

Salesman trouble needs attention from jobbers as much or more than any other phase of the aftermarket picture, if you're to judge by what a number of members of the Automotive Wholesalers' Association of Alabama said in informal huddles during their spring convention last month at Montgomery. "We've been talking about what we should do with the manufacturer and the customer," said one wholesaler who seemed to size up the picture pretty well. "What we really need to do is to educate our salesmen and a lot of our troubles will be taken care of. Our salesmen go out and promise all kinds of things to our trade and assure the customers that we'll back them up. Then, sure enough, we have to do it or lose that customer. If we would all take time to educate our salesmen, we'd also solve the trouble we're all having with 'hot shot' deliveries that more than eat up our profit on an order in many instances."

"Oil pan."

Ouch! That's what one southern dealer said he felt like hollering every time when fellow-dealers have heard about new car deals he was working on. He probed quietly and uncovered the method by which the information was leaking out of his showroom. In his present old building, the parts department is set up in a corner of the showroom, a very common thing, of course. Shop men from other dealerships have been used to coming into the showroom, ordering their parts and then looking around as they waited for the parts. Some of these men picked up some valuable information with their eyes and ears when they were waiting. The dealer discovered. The building into which he is moving soon has been designed differently, as a result. The parts department is reached by going through the shop from a parking lot placed well away from where a curious visitor might be able to see into the showroom. "I've had calls from fellows that I won't lose by this new arrangement," said the dealer, a long time veteran in the business.

Simple ads in local newspapers and by radio month after month without varying the standing have helped a Montgomery, Ala., shop keep its service volume at peak capacity, said the owner. He says his work is at the point of requiring appointments.



Without trick photography, this balancing trick would be mighty difficult. Another balancing trick, equally hard, is that of balancing all *brakes* by using only one type of lining!

What's the reason? Different shoes, even in the same brake, do different work . . . and need different kinds of linings. Grey-Rock gives you the balanced combinations of linings that provide equal wear on all shoes. With Grey-Rock Balanced Braksets, it's easy to dampen noise and eliminate grab, dive, hard pedal, and other brake ills. For balanced, engineered, road-tested combinations, see your Grey-Rock jobber. Ask about Grey-Rock's complete, profit-proved plan for building your brake business. GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., Manheim, Pa.

Only Grey-Rock has Balanced Braksets

Nationally advertised in The Saturday Evening Post, Country Gentleman and Holiday

GET IT FROM YOUR JOBBER

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., **Manheim, Pa.**

RM

RAYBESTOS-MANHATTAN, INC. Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment • Asbestos Textiles • Powdered Metal Products • Abrasives and Diamond Wheels • Bowling Balls

SOUTHERN AUTOMOTIVE JOURNAL

May, 1950

Can You Do It?

They Are Stemming the Tax Tide

Pontiac Dealer Elkes has headed up a tax-watching group in his city which has diverted $3,600,000 from taxes into the local trade channels. This is a program which can be organized readily anywhere by local citizens.

By Bill Abbott

TAXES are usually like Mark Twain's weather. Everybody talks about them, but nobody does anything about them.

The opposite is true in Tampa, Fla., however, where the Hillsborough County Taxpayers Association has saved its taxpayers several million dollars in the last two years. In addition, the association has developed among citizens and officials alike a consciousness of the need of economical government.

The accomplishment is unusual in a nation of rising taxes and bigger and bigger government at all levels, but the methods are adaptable to any community where citizens are determined to stop the rising costs of public administration.

Eugene R. Elkes, president of the Elkes Pontiac Co. at Tampa and president of the association, told SOUTHERN AUTOMOTIVE JOURNAL that his group is advocating similar programs in every city of the South where taxes are being increased steadily at the expense of local business.

"We believe we have the right approach to the problem," said Elkes. "Certainly, it is an attack at the grass roots level where it will produce the quickest and most practical results.

"We all have a tendency to talk about the welfare state and what happens at Washington and our state capitals, but we neglect the tax problem in the most obvious place—our own local communities.

"What we have done in Tampa is to start work in our own back yard at the base of the tax pyramid. We have found that taxes are like charity: 'They begin at home.'"

The Hillsborough County Taxpayers Association was formed as a voluntary group by 28 tax-conscious businessmen in 1945, but, like so many movements of its kind, it died a natural death during the war and early postwar years.

In 1948 its need became acutely apparent again when city, county and school district tax levies reached an all-time high figure that had begun to show a marked adverse effect on local business. The association then was reorganized on a more business-like basis and chartered as a non-profit corporation. Its constitution outlined its purpose as follows:

"To effect reduction in taxes wherever possible through equalization of values and uniform assessments, to obtain prompt, vigorous and impartial collection of taxes, and to secure efficient and economical administration of public funds, and to study, investigate, make recommendations or take such action as may be deemed appropriate in any and all matters relating to taxes, taxation and the proper and efficient administration of public funds."

The first step of the organization was to employ a full-time executive secretary, establish an office, develop a library of essential tax data and analyze activities and finances of various governmental departments.

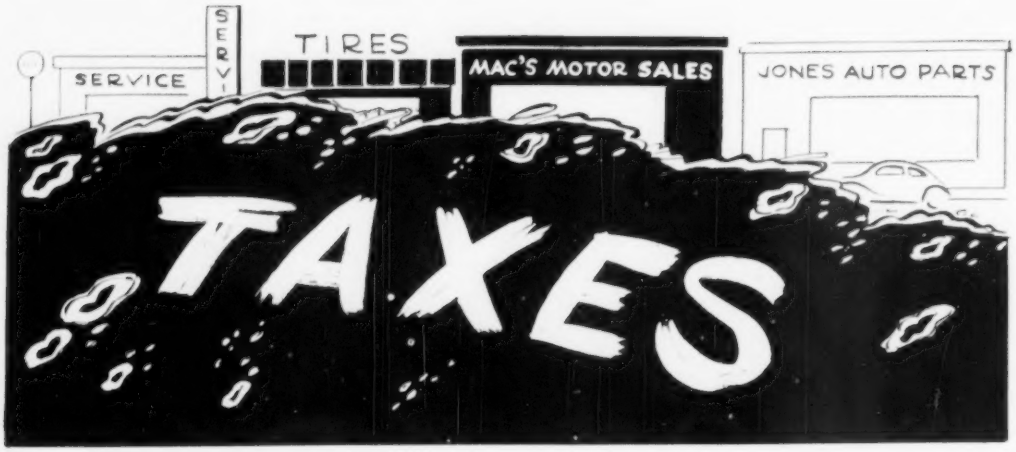
"This work required almost our first full year of operation," Elkes explained. "But it gave us a solid foundation on which to work. It was highly important. It gave us facts and figures which convinced officials that we knew what we were talking about and removed us from the category of being just another pressure group."

Elkes emphasized that the association was in no way indifferent, obstructive or destructive.

"We gained the confidence of our officials," he said, "by assuring them that we wanted to work with them, not against them. We never criticized anything until we were able to show a better way in which it could be done.

"Under this program, city, county and school officials welcomed our assistance. They worked with us. Otherwise, we never could have accomplished what we have.

"Our County Budget Board, which sets up and reviews the expenditures of all county departments, said publicly that it was the first time that any group had appeared before it and



With the current tidal wave of taxes, wouldn't you like to divert $3,600,000 from taxes into your local trade channels? That is exactly what they did—and other things too — after organizing a group at Tampa to combat encroachment by taxes.

asked for less spending instead of more spending."

One of the early projects of the association was the consolidation of city and county tax assessments and tax collection at a saving of more than $50,000 a year.

Heretofore, the city tax assessor and tax collector were duplicating much of the effort of the county tax assessor and collector. Citizens were required to pay tax bills in two places. By combining the city and county offices, administrative costs were cut in half and city taxpayers paid just one bill instead of the two.

A year ago when the association heard of a proposed reassessment of all county property, it persuaded the county-city assessor to notify all individual property owners by post card of their new assessments, thus giving them an opportunity to appear before a tax adjustment board to protest in event of what might be considered unfair treatment. Several hundred taxpayers appeared before the board, and those with valid complaints received adjustments. Without the advance notification, most of them would not have known of the increase until the arrival of tax bills, when it would be too late under the law to protest the assessments.

The association also took the position that if assessments were increased under the guise of being equalized, a corresponding decrease should be made in tax millage.

The increased assessments represented an overall city-county tax increase of 47 per cent, and although the association did not reach its full objective, it obtained an overall decrease in millage from 72½ to 55. Since each mill is worth $206,000, this was a saving of more than $3,600,000 — a worthwhile amount to be diverted from public into private business.

The county school board also had planned to levy its previous 19 mills on the higher assessment, an increase in dollar taxes of $1,264,000 over the previous year. The association asked for a reduction in millage to 12½, and received a reduction to 13, a tax saving of $824,000.

In presenting its case, the association had analyzed the school budget, item by item, and questioned every detailed increase which it did not appear to be justified. It broke down the budget to the cost per pupil per school year—$150.91 in this case—and showed that the figure was higher than that in comparable counties. The association analyzed school population shifts, transportation and all other costs and then was able to help school officials help county taxpayers.

An additional tax saving of $147,000 was credited to analyzing the budgets of all other county departments.

At times, these efforts have required courage to stand up against sometimes powerful local groups who have wanted more spending for particular things.

For example, Hillsborough County is now building a $2,600,000 courthouse to replace a dilapidated structure built in 1891 in the heart of the crowded downtown business district. A site for the new courthouse has been chosen on the outskirts of the business section with space for future expansion. To finance the new building, the old one had to be sold, and here the association ran into difficulties.

A number of women's organizations wanted the old courthouse preserved as an historic monument, and much well-meaning sentiment lay beneath their viewpoint.

The association had to act in the face of this feeling by showing that the new courthouse could not be built without sale of the old one, that it was a question of getting a new courthouse or continuing to use the old, inconvenient, inefficient one at a greater long-range cost, without any alternative.

Since then the association's stand has been endorsed by junior and senior chambers of commerce, the Tampa Board of Realtors and, oddly, several women's organizations.

County officials who are responsible for keeping or selling the old courthouse apparently have been pleased by the assistance of the association in helping them to make a final decision.

The association now has 225 active, dues-paying members, and Ralph E.

(Continued on page 112)

Mr. Hatley, who has many years mechanical experience, 8 years of which was with Oliver Motor Co., wishes to invite all his friends and customers to come see him at Catoe's Garage. Mr. Hatley is specialized in servicing Chrysler Products, transmission work being his specialty. Drop in for repairs that are sure to please . . . at a reasonable price.

J. E. HATLEY

CATOE'S GARAGE

1208 FRANKLIN ST. PHONE 4-3221

Newspaper and direct mail are the two types of ads used most frequently. At left is one garage's adaptation of a method often used by dealerships to introduce new salesmen. Below is a direct-mail piece which, Ed M. Lowery said, "has helped us to maintain a substantial service volume in recent months."

VICTORY MOTORS, INC.

DODGE · PLYMOUTH · DODGE TRUCKS

ATLANTA 3, GA.

Mr. John Doe
301 Rex Street, NE
Atlanta, Georgia

Dear Mr. Doe:

Mr. Doe,

A Reader Survey

Where That Ad Dollar Is Going

Are you ready to make the most of vacation days? Or will your shop have too much of a "vacation" from wanted service business in the coming months?

More than 60 million Americans in 30 million cars will hit the road this summer in the biggest vacation movement ever, according to predictions from the American Automobile Association. Recent figures have shown that yearly mileage for passenger cars is rising. These cars need service and that service will go to the shops which can attract the motorists' attention.

One proved way of catching the motorist's attention and his service dollars is carefully planned advertising. Are southern dealerships and garages making the greatest use of it to bring this great potential volume through their doors?

In many cases they are not, judging by a survey SOUTHERN AUTOMOTIVE JOURNAL made among 700 dealerships and independent garages last month.

One third of the dealerships returning the questionnaire spend less than 25 per cent of their total advertising budget on service promotion. This means less than one half of one per cent of their gross income spent for service advertising in most cases, according to the survey tabulations.

Only a few scattered garages indicated that a definite percentage of gross income was spent for advertising. "We have no planned advertising program," was the comment from some.

Although the amount of planning and the amount of spending are very low in a number of cases, a high percentage of dealerships and garages are advertising and are using a number of methods. Many firms believe that "satisfied customers are the best advertisement," but they are using other forms too.

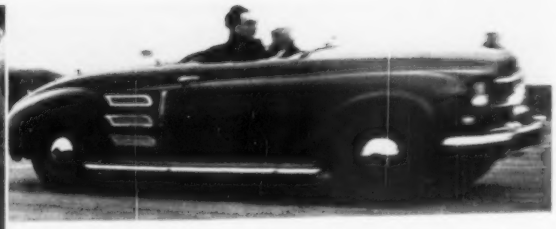
Direct mail and newspapers are the favorite methods of advertising, with

(Continued on page 112)

When southern dealers and garage operators use more than one type of advertising, how much of their advertising dollar do they spend for each type? This table of the six methods used most frequently was compiled from questionnaires sent to companies in 19 states.

How the Advertising Dollar Is Spent

	Under 10c	*10 to 25c*	*25 to 50c*	*Over 50c*
Direct Mail	18%	65%	17%	——
Newspaper	——	39%	39%	22%
Phone Directory	71%	21%	8%	——
Radio	35%	44%	21%	——
Calendars	70%	20%	10%	——
Billboards	22%	44%	33%	——



Above: The Rover gas-turbine car demonstrates its speed at Silverstone track in England. Left: Designer F. H. Bell stands beside the car. Its acceleration time from 0 to 60 mph is given as 14 seconds, its idling speed as 7,000 rpm and its compressor speed at 85 mph as 35,000 rpm. Kerosene-fed, it is controlled by the accelerator and brake, and has no clutch or gear box in any form whatsoever.

Gas-Turbine Car Displayed

A MERICANS got their chance last month to view England's gas-turbine automobile in a showing at the Grand Central Palace in New York City.

Four or perhaps five more years must elapse before a turbine-engined car becomes a practical proposition for sale to the public, some automotive sources indicated. The first public trials on March 9, were considered highly encouraging by the British and from now on the Rover Co., which is developing it, will have daily practical experience on the road.

Charles A. Chayne, chief engineer for the Buick Division of General Motors, asserted that the gas turbine car was still far from the practical stage, and proceeded to enumerate many objections at present.

A new release issued by the British Information Service, of New York City, said:

"In considering what the turbine engine can be to offer to the ordinary motorist it is first essential to remove any misconception that the jet propelled is involved. The fact is that these new types of prime movers, initiated by Air Commodore Whittle in England as far back as 1936 and somewhat later in Italy and Germany, are fixed-mass current gas generators and which performs in the following fashion.

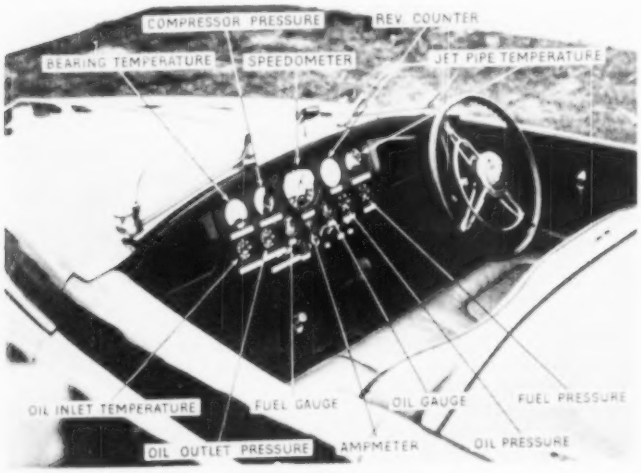
"Air is drawn into a blade compressor rotating at between 20,000 and 40,000 rpm, according to the type and size employed. This air is then fed at about 45 pounds per square inch to combustion chambers into which a continuous stream of fuel (usually kerosene) is injected and burned. The bulk of the energy contained in the burned gases is then passed through a driving turbine connected to the air compressor, but there is a balance of energy which can be used for useful purposes.

"The most simple method of employing it is in a jet, but for reasonable efficiency this application is confined to vehicles traveling at over 400 mph and preferable at around 40,000 feet above the ground—in other words, the very high performance aircraft. For lower speed, lower altitude aircraft, good use can be made of the remaining energy by using it to turn a third power turbine wheel connected to a conventional propeller, and from this it will be seen that a logical application of the principle is to couple a smaller version of such a layout to the propeller shaft of a motor car.

"This is what the Rover Co. has done, and there are therefore two

(Continued on page 168)

Driving seat and instrument panel of the Rover gas-turbine car are shown here. On the floorboard are the accelerator (left) and brake. Wheel is on the right as Britons always drive on the left side of the road.



Owners like for newer models to stay sleek and shiny, so a body and fender shop can mean volume. Opersall (left) is shown making an estimate for this department.

The answer is a

Complete Service Department

A shop can make up for fewer overhauls and big jobs by adding equipment to do more types of work on the newer models.

By C. Thomas

"ONLY the type of work has made a decided change—not the amount!" said John Opersall, owner of Opersall Motor Co., an independent garage in Houston, Texas.

"Naturally there are fewer of those big overhaul jobs today due to so many old cars having been replaced by new ones," he continued. "And it is the new cars that become involved in many minor and many wrecks. Hence the fender and body shop makes up for the difference."

The answer to today's shop problem is to maintain a complete service department, Opersall said. His customers of an independent garage expect prompt, personal service. Opersall believes, and they feel they are in a position to tell the owner personally when this must have their cars completed.

"And they expect it at the time promised, not three or four hours later," he said.

"If we had to farm the work out we could not promise the customer any definite time with certainty. We would either have to take the job to a place it could be done or phone and wait for another shop to pick it up.

"It stands to reason these schedule would be run for their advantage, not ours. For any number of reasons beyond our control there could be a delay. And our explanation would not satisfy our customer.

The easily-read signs on the exterior of Opersall's building list some of the many jobs this Texas garage is now equipped to handle.

"The reason our customers come to us is that they have confidence in our work. They expect us to do their work, not act as brokers."

This was one factor that induced Opersall to install a complete shop. An example is the brake department, which is equipped to turn drums and install lining. If necessary, a man can be taken off another job to help get out a rush brake job.

Customers have more confidence in a shop when they see it is fully equipped to do all work, Opersall has observed.

One way of attracting new accounts which Opersall uses is to make no charge for what he calls "courtesy service."

For example, one morning a car drove in. "Take a look at it," said the driver. "All of a sudden it started to skip."

A wire had worked loose from a plug. Opersall slipped it back—no charge.

That customer returned with some $150 worth of work from time to time. Then he bought a new car. In less than a month it was wrecked. Opersall got that job. It was an insurance job but the customer insisted that Opersall get the work. It amounted to $353.

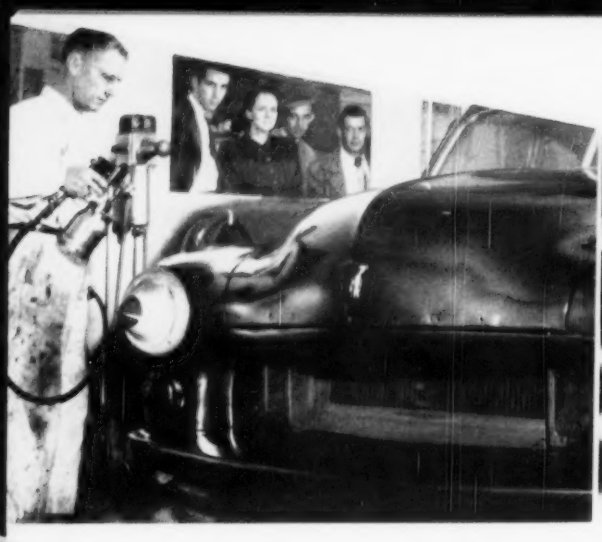
"Good will isn't something you talk yourself into," Opersall said. "You have to earn it."

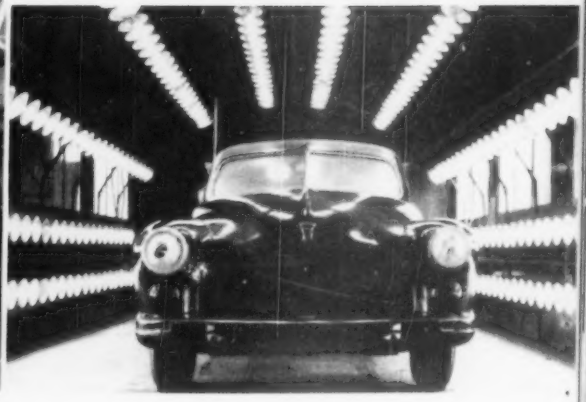
Opersall openly admits neither he nor his men like to work on old models.

"The cost to do a good job, so the customer is going to be satisfied with," said Opersall, "is out of line with the value of the car."

A new customer drove in with the complaint his car wouldn't kick off after it had been sitting a while. It was an old model. The starter needed working on. Opersall told the customer that much and then went on to explain what she would have to be done in all probability to get the car to perform with any degree of satisfac-

(Continued on page 120)





Public Peek Sells Paint Jobs

Many a "sidewalk superintendent" sells himself while watching the painter. If not, the chance to drive a new Mercury while his car is painted does the job.

By Stuart Covington

When painting service volume leaps 95 per cent within 60 days, that's news.

When a former customer drives nearly 900 miles for a paint job, something unusual is behind the scenes, no doubt.

Both of these unusual sets of circumstances are part of the story of Rigby Hall Motors, Inc., Lincoln-Mercury dealership at Jackson, Miss. In fact, its paint jobs are literally stopping traffic these days.

Always publicity-conscious, Grant Rigby Hall installed a row of large picture windows on both sides of his spraying room and diving oven so that interested pedestrians might take a peek at his painting process.

"Some days," said Business Manager L. C. McWhorter, "we have the sidewalk outside our shop lined with onlookers. Those windows," he added with a broad grin, "have sold about ten per cent of our paint jobs. When a car owner begins watching our men at work inside, he grows so interested that he often decides to bring in his own car." Motorists driving into the shop are also frequently attracted by what goes on inside.

The customer who drives 900 miles for a paint job is proof that Hall's showmanship is built on a solid foundation of good workmanship. The particular customer had known Hall during his days as a Birmingham, Ala., dealer. He drove from his Florida home to Jackson soon after the new facilities were put in operation just to have his car painted.

"Our new painting service has been an immediate success because of two reasons," McWhorter explained. "We offer a duplicate of a factory paint job at reasonable prices and we have done a thorough job of promoting this new service to the public."

When the facilities were opened, full-page ads announcing the service were run on Sunday editions of local papers. Full-page ads have subsequently been run once each month. The ads carry photographs and complete descriptions of the facilities. This newspaper promotional program has been supplemented by spot announcements on radio stations.

In introducing its new paint jobs to the motoring public, Rigby Hall adopted a merchandising twist which has proved most popular. Every paint customer is provided with a brand new Mercury to drive free of charge, while his own car is receiving a face-lifting. Customers may drive the Mercury anywhere they wish and retain it as long as it is necessary for the shop to [illegible] their cars. The time factor has brought a note of praise throughout the force-feeding area.

The entire painting process usually requires about [illegible] days, McWhorter said.

We have a flat rate of $65 for solid paint jobs on passenger cars and $85 for two-tones. Prices on trucks are slightly [illegible]. We figure that a solid paint job costs us about $45 and a two-tone job about $58 more. That leaves us a narrow margin of profit but we have decided to operate the shop on a volume rather than a long-profit basis.

"At present we are mailing out ten hand-written pamphlets a day to prospects for vehicle registrations in Hinds and Rankin counties. We plan to mail a total of about 2,000.

"Another idea that has been proving good is sales consists of stickers for cars and trucks that need paint jobs badly. When any of our salespeople find one, they note down the license number and, at the end of the day, come through that name and send him a personal written invitation letter."

All service employees, including office workers, receive a flat $[illegible] for each paint job they sell. This commission plan has produced about [illegible] per cent of the painting volume, McWhorter estimated.

The painting operation is handled in two stations. "Most of the

Photos (left to right):

The people looking through the window are standing on the sidewalk outside Bagby Hall's building. But it's a safe bet that some of them will soon be coming inside to have their cars painted.

Passersby can watch cars drying through these other windows on both sides of the infra-red oven.

R. G. Bramblet, the sales manager, gives a driver the keys to a new Mercury, to be hers as long as her own car is in the paint shop.

sanding is done at our body shop," M. E. Whatley said. "For the work we use an electric and a pneumatic sander. This avoids congestion in our main shop and makes for speedier handling of paint jobs."

"After all painting and metal work is completed, the car is moved to the spray room in our main headquarters where W. S. Croft, our painter, takes over. All masking and sometimes a little extra sanding is done here."

"In addition, we have adopted the use of funnels with the sports roadsters and for covering headlights. The funnels are permanently covered and taped to the headlights, saving a lot of extra work."

"Before spraying the car, we apply a baking sealer which prevents any old paint from bleeding through onto the new finish."

"After spraying, the car is moved to our infra-red baking oven and baked for 15 to 20 minutes at a baking temperature of 175 to 190 degrees. The room temperature is 120 degrees. Twelve blue oven's lower taken around that and today we add 30 minutes."

"Our oven takes the same from the inside to an infra-red process. It is a real time saver." As to when our painting commenced in this and part of 1950 in Memphis.

Purchase and installation of the painting shop and oven equipment was approximately $40,000 for Bagby Hall although it was almost impossible to say that the cost had been spent in each. If the paint profits had to show a profit, they extra work-time," M. E. Whatley said.

The equipment was installed during our 20 years," M. E. Whatley said. "Mercury also put out more paint jobs in November and December because they are saving up for Christmas. We expect our painting volume to increase considerable during the coming months." At present the facilities are attracting motorists from a 100-mile radius.

Both spray room and oven were built to Bagby Hall specifications by a national manufacturer. The spray room is approximately 14 feet by 30 feet and the oven is about the same dimensions. Air exhaust fan changes air in the room three times a minute. A partition of slatted steel baffle plates at the rear of the room prevents the air from blowing in as a solid mass. Illumination is provided by 12 175-watt light fixtures "buried" in the ceiling.

The baking oven is constructed of 16-gauge steel. A battery of 520-150-volt lamps separated into seven units is used in the baking process. Ten rows of lights form an arc over the mesh-painted car and additional standing units apply heat to the front and rear.

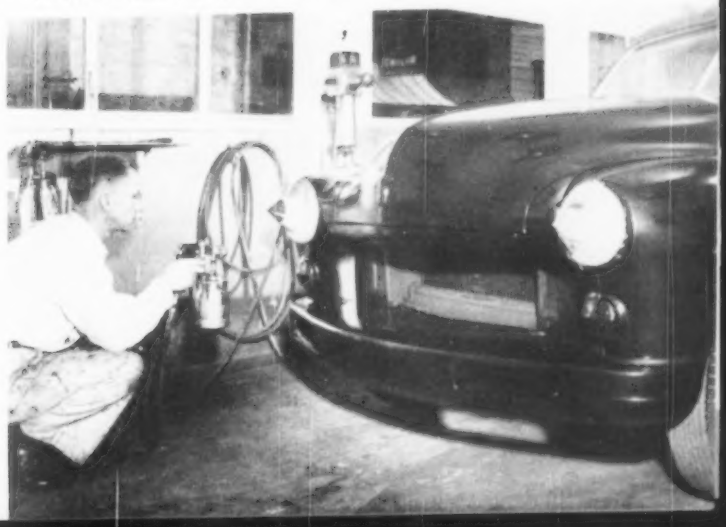
The circuit for the drying room carries a main load of 80 kilowatts, "four times more wattage than is required for Jackson's most powerful radio station," according to Bagby Hall advertisements. Air is filtered through special spun-glass filters at the bottom of doors at the front and rear of the oven.

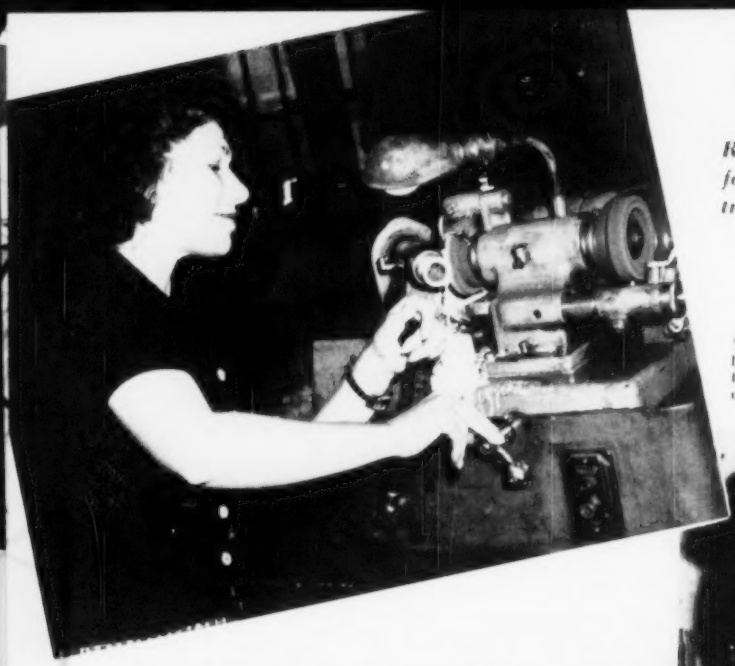
The firm maintains a $2,000 paint inventory of 18 major mixing colors. All standard color schemes of the past 15 years are offered. All paints are mixed in an electric mixing machine with a capacity of one half pint to one gallon.

Spraver W. S. Croft receives 40 per

(Continued on page 114)

Painter W. S. Croft uses these taped funnels over the headlights to speed masking operations and turn out good jobs in less time.





Repair jobs at this garage move faster because the owner's wife traded office for machine shop.

Mrs. Sam Schefano is pictured at left grinding valves, one of her favorite jobs. Below: She writes up a parts order for her husband.

A "Feminine Touch" Speeds the Job

By M. M. Wilcox
Assistant Editor

GARAGES and small dealerships which need some extra help in the office—but not a full-time person—and could use another mechanic—but not all the time—might take a tip from Sam Schefano Garage, Birmingham, Ala. The small, energetic wife of the owner fills in on both jobs.

It's worked out happily for all concerned. The only difficulty in duplicating the arrangement in other shops would be to find another Mrs. Sam Schefano.

Mrs. Schefano grinds valves and rocker arms, operates the brake machine, overhauls carburetors, rebuilds fuel pumps, turns armatures, cleans and sets spark plugs and does other jobs of a similar nature when an extra pair of hands is needed.

She makes out the parts orders and reads specification and flat rate manuals as if they were first grade primers. When her husband is out of the shop, she supervises the three mechanics and handles customers who come in. In addition, she does the bookkeeping and letter writing for the garage.

Although Mrs. Schefano is able to handle such a wide variety of jobs and handle them well, she herself is the first to deny that she is trying to be boss or attempting to do a man's work and take a man's place. And to see her is to know that she really means it. She's just "helping out," as she puts it, efficiently and graciously.

"I'd much rather be out in the shop grinding a set of valves or turning an armature than sitting in the office doing the book work," Mrs. Schefano said. "I've always liked to try to fix things and I used to try my hand at little repair jobs at home when I was just a child.

"I'm not a mechanic and I don't wear slacks and crawl around over and under cars. I couldn't do the heavy work even if I wanted to. But once the mechanic gets a unit off the car and sets it up for me, I'm glad to do the machine work. It's a lot more fun than office work.

"While I grind valves, run the brake-drum lathe or do a similar job the mechanic can go ahead with the rest of the work. We can get the job through the shop in a lot less time than if just one person worked on it. And I do like to have a car finished and not have it tied up in the shop."

There's nothing in Mrs. Schefano's appearance to indicate that she does mechanical work. Her dress and her hands are the same as many women who do work of a more usual nature. She is especially careful of her hands and that's one reason she insists that the mechanics in the shop remove the units from the car and do the really heavy work. But with modern equipment and machines, there's no reason for a person to become dirty or to be hurt on the many jobs she does.

Although her appearance gives no clue to her ability and interests, her conversation does. She is really interested in cars and she has learned a lot from her husband and from the manuals to which she constantly refers. Her information and the range of her work developed gradually.

"My husband has operated a garage

(Continued on page 104)

WE TRADE FOR ANYTHING

When cash isn't so free, try some old-time trading and watch sales rise, this Tennessean advises.

By Warner Ogden

Kim Campbell has his "tradin' britches" on these days!

Campbell Motors, Ford dealership at Benton, Tenn., runs ads in the weekly papers at nearby Etowah and at Benton to say:

"We'll trade for ANYTHING you've got—corn, building material, cattle, household furniture, or what have you—on one of our new or used cars or trucks.

"We will positively give you the best trade value you can find in the whole United States.

"Bring what you have to trade and see how quick we'll talk turkey."

R. K. "Kim" Campbell, co-owner and manager, is pleased with the results and expects to continue the idea indefinitely. He will vary the ads.

He got the idea and made the first sale along that line rather unexpectedly. Let him tell of it:

"A friend of mine stopped at the traffic light in front of our place one day late in 1949. He had a load of corn. I called to him, 'Don't you want to trade that corn in on a new car?' I was only kidding him.

"He had a couple of boys with him who were helping load and unload corn, so he called back to me, 'I've got two witnesses here that you've made me an offer and you'll not back down.' He was only kidding at first too. I didn't need the corn and I didn't know whether he would buy a new car.

"But we got to talking and I believe I made him an offer of $1.50 a bushel on a car. He said then to me,

(*Continued on page 104*)

When Kim Campbell advertised that he would trade for anything, he meant just that. His list of traded items includes a mule on a car heater, a load of coal, some lumber for the house he is planning to build and a load of apples, as well as many other farm products.

A bit of humor and repetition of a slogan have made this billboard the best front-end and brake promotion idea used by Nelson. He believes in selling front-end work as a whole, not as a series of separate services which may confuse the customers.

How We SELL More Front-End Service

By TED NELSON
Owner, Ted Nelson Brake Service
Houston, Texas

When a great many customers drive in and say, "Our front end needs aligning!" you come to realize that the selling of front-end service has often gone astray.

Evidently thousands of dollars spent in advertising this service has been misspent. For the car owners seemingly are confused, rather than enlightened, as a result of it.

For some reason—one I'm unable to understand—front-end work has been broken down into pieces and each has been exploited separately.

The customer has been told about the importance of wheel balancing, wheel alignment, axle straightening, front shock adjusting and spring maintenance as if each were an entity. Why assume the customer with front-end trouble is interested in a break-down of the component parts?

My belief is that this approach causes the confusion. Selling front-end service as a package deal would simplify it for everybody. And this would automatically solve writing effective advertising copy for any media. The words "front end" take care of all the component parts without mentioning any specific one.

In order to put across an advertising message today the copy should be brief, easy to take and quickly digested. The average car owner doesn't care particularly what is giving him front-end trouble. If he's got it, he

(Continued on page 102)

Next to his eye-catching billboard, the neon sign at his building is one of the most important factors in bringing in new customers, says Nelson (right), after hearing so many customers comment on it.

24-Hour Service Gets the Overhauls

By FRED HAYNES
Superintendent of Maintenance, Jolly's Maintenance Service, Memphis, Tenn.

How can you do a better job of selling service, particularly on major overhauls?

If you have been asking yourself that lately, perhaps our shop methods will interest you. We believe we approach the service problem a little differently from most independent garages.

We speed up our operations without sacrificing quality or thoroughness, and at no increase in price. We work around the clock with three shifts.

We believe we have found the answer to the question of more service. Our volume has increased five-fold in the last five years. While that is no phenomenal record—and we don't claim it as such—nevertheless it represents a lot of business for a garage of 30 employees. And the volume is growing all the while.

I want to recommend the three-shift arrangement for several reasons:

1.—It enables the garage to turn out a fast job on major overhauls—and that really pleases the passenger car owner as well as the fleet operator. Incidentally, much of our business comes from trucks.

2.—It cuts down mechanic fatigue by eliminating the need for a man to work extra hours to finish a tough job. The next shift can take over the job when one shift's time is up.

3.—It also cuts down service bills by eliminating the usual overtime.

Major overhauls often require long hours. I can't overemphasize the importance of "round-the-clock" work in going after this type of business. No one wants his car or truck tied up for a long time. If the garage can promise a fast, expert job—and then make good on that promise—the garage can win a good customer.

We get many trucks in the evening after the day's work. In fact, most of our truck work is done at night. Unless it is an exceptional job, such as a major wreck, we can have the truck ready to roll again the following morning without loss of valuable time for the truck owner, simply because of our night operations.

Let me go into our "round-the-clock" arrangement a little more thoroughly.

We operate one day shift and two night shifts. The day shift comes on at 8 a.m. and works until 5 p.m. The first night shift reports at 5 p.m. and works until 2 a.m. The second night shift goes on at 12 midnight and works until 8 a.m. Each night shift is headed by a foreman. Each night man is a general mechanic.

On the day shift are seven mechanics, three metal men, one bilmoc man, three wash boys and a porter. On the first night shift, with J. F. Hamrick as foreman, are two mechanics. The second night shift, with J. M. Bryan as foreman, has four mechanics.

You will note there is a little overlapping of hours on the two night shifts. This actually gives us nine mechanics from midnight until 2 a.m. It helps to rush some jobs through the shop at night and clear the way for the day shift and new business on the floor.

Our mechanics work on a salary basis, with a bonus at the end of the year. Salaries are comparatively high, with raises from time to time.

At least 85 per cent of our employees have been with the company for several years or longer. They like the relationship and working conditions.

How do we get our service customers?

We believe one of the principal reasons for our success is the complete program we offer. In addition to overhauls and repairs, we offer enough to really qualify as a "one-stop" garage. We are equipped to do all types of tire repairs for cars and trucks except recapping. The average garage doesn't do tire work but sends the customer to some service station.

Another specialty is washing. We wash both cars and trucks. It's some

(Continued on page 118)

The author (right) shows General Manager Harold Wilkins a wrecked car that will be repaired in record time with the 24-hour set-up.

NEWS BRIEFS *of the*

For Car Sales, for Truck Sales
Factory Spokesmen Say—

The South's the Market

Mr. Wasson

Passenger Cars

"The South has the greatest potential of any section of the whole country—and we mean it," said General Sales Manager Joseph F. Bayne of the Lincoln-Mercury Division of Ford Motor Co. in an interview at Atlanta recently.

The former general sales manager of Plymouth Division of Chrysler Corp. asserted:

"We are planning more of everything for the South," which indicated that he had in mind not only more dealers to handle Lincoln-Mercury, increasing volume in the region but probable additional warehousing facilities for parts and accessories.

"The South is really coming into its own. Otherwise, why would we be creating the Atlanta District? You've heard the expression 'Go west, young man.' Today I think it should be 'Go South, young man.'"

The district was formed last month by dividing the Jacksonville District and, headed up by C. H. Schocker as sales manager, embraces southeastern Tennessee, South Carolina, central and western North Carolina, central and eastern Alabama and central and southern Georgia.

Bayne, a native of Detroit, cited the data on the district which he said Ford's research department had "dug up."

It has approximately 2,300,000 population, or 6.3 per cent of the U. S.; its effective buying income is approximately $8,500,000,000, or 4.4 per cent of the U. S.; the value of its farm products (chiefly cotton, tobacco and peanuts) has quadrupled since 1940.

"Look at that word 'quadrupled,'" he said. "What else in this country can you see has quadrupled?"

Duty on the market for the district which he cited included:

As of July 1, 1949, there were 1,142,296 cars in operation, or 4.73 per cent of the U. S. total.

The 1950 sales quota for Mercury in the district is 12,000 and for Lincoln the quota is 1,000.

Mr. Bayne

Trucks

The South is growing to be a bigger user of trucks than other regions of the United States.

Here's what H. L. Wasson, regional manager of GMC Truck & Coach Division, with headquarters at Memphis, Tenn., said in an interview at Atlanta last month:

"This country is divided into five regions by the division. Of the 818,170 units sold by all manufacturers last year, however, 229,178, or 28 per cent, were registered in Wasson's region, which extends east from Arizona and south from Kentucky across the lower part of the United States. This one region, representing what was supposed to be a fifth of the market, actually attained 28 per cent rather than stopping at the 20 per cent which would have been the anticipated percentage.

"That is indicative, in my estimation, of what the South is doing," Wasson asserted. "That is not a mushroom growth. It is a solid growth.

"There is no question but that we will have an increase in our sales this year over last year. Except for the war years, of course, there has been a steady increase down here in the last 14 years and I would like to brag a little but here is pointing out our penetration of the others in the market is about three per cent.

"I don't know definitely, but I believe the South is far ahead of the other regions in truck sales. Buying power down here is increasing because industry is increasing in the South. Our business follows the economic conditions as a whole."

Wasson was in Atlanta in connection with a truck show he his division similar to shows held in Memphis and Kansas City recently.

White Names Oklahoma Head

Earl H. Ferris is new branch manager for The White Motor Co. in Oklahoma City, Okla. He joined the firm in 1944 and has held a number of positions in the sales and service organization of the company.

AUTOMOTIVE INDUSTRY

Commercial Solvents Names J. A. Woods as President

J. Albert Woods was elected president of Commercial Solvents Corp. at a recent meeting of the board. Mac Theodore F. Walker, chairman of the board, announced. He has been a director of the company and at one time was president of Wilson & Toomer Fertilizer Co.

"In my opinion, the big growth in industry of the next ten years will be the chemical industry," Woods said in a statement issued after his election.

New Mexico Group Holds "Capsule" Conventions

The New Mexico Auto Dealers Association has been sponsoring a series of "capsule" conventions for dealers in a number of towns under the direction of Bill Randolph, who recently took over management of the association.

The Carlsbad dealers adopted a resolution inviting the state association to hold its 1950 convention there during one meeting. R. Dean West, state vice-president, and James Devick, director, accepted the resolution for presentation to the board.

Another meeting was highlighted by the formation of the Clovis New Car and Truck Dealers Association. Reese Cagle was elected president of the new association. Darwin Ingram is vice-president and Jack Williams is secretary-treasurer.

Cordray Rises at San Antonio

Howard Cordray has been named branch manager for The White Motor Co. in San Antonio, Texas. He has been with the San Antonio branch since 1947, first as retail salesman and later as wholesale manager.

Champion Ups Speyer, Hill

Promotion of Howard B. Speyer to vice-president and E. A. Hill to secretary of the Champion Spark Plug Co. has been announced by R. A. Stranahan, president. Speyer joined the firm in 1923 and Hill in 1936.

Earl R. Limb has been appointed to direct all sales activities in the Southwest for Willys-Overland Motors, Inc. He was formerly zone manager for Nash at Kansas City and Dallas and regional manager for that company in the South.

Devor Becomes President Of Wagner Electric

J. H. Devor, who had been vice-president of Wagner Electric Corp. since 1941, has been elected president. He succeeds F. B. Prothethwaite, president of the company for 24 years, who has been named chairman of the board.

H. N. Felton, manager of the St. Louis sales branch, was elected vice-president in charge of sales. J. W. McBride, credit manager, has been elected assistant secretary-treasurer, succeeding A. K. Rahner, retired.

Prothethwaite joined Wagner in 1902 as a student apprentice. In 1916 he organized the service department and later managed it. For a time he was assistant sales manager of the Automotive Division.

Hiatt Heads N. C. Group

M. S. Hiatt was elected president of the Winston-Salem, N. C., Automobile Dealers Association at its recent meeting. R. F. L. Muirfield is vice-president and J. R. West is secretary-treasurer. Directors include J. J. DeTrimble, W. F. Shaw, C. T. Wall and W. H. Steven.

Weber Becomes President Of St. Louis Group

George Weber, Jr., was recently elected president of the Greater St. Louis Automotive Association, Inc. Waldo W. Wilson was named vice-president and George M. Berry was elected treasurer. Joseph A. Schlecht is secretary-manager of the association.

The following directors were elected for two-year terms: George M. Berry, J. Rush James, Sr., C. F. McClure, Peter Tucker and George Weber, Jr. Two directors elected last year will serve over for one more year: Jim Endicott, Henry H. Sachsman, William F. Wroniroff, Sidney Wyler and Waldo W. Wilson.

Chrysler Purchasers Like Green Best

Green is the favored color of Chrysler buyers, with 26.4 per cent choosing one of the four shades of green offered in 1949, Joseph A. O'Malley, general sales manager of the Chrysler Division, announced recently.

Blue ranked second with 23.2 per cent selecting one of three shades. Black, for years the predominant favorite, was in third place, accounting for 17.5 per cent of sales. Gray, maroon and silver were next in that order.

Columbians Fete Ladies

Annual Ladies Night for the Columbia, S. C., Automotive Trades Association will be held Friday, May 26, at the Wade Hampton Hotel. President Robert T. Clarke, Jr., announced. Robert C. Pulliam is chairman of the general planning committee for the annual affair.

Packard Promotes Texan

A. L. Dennon has been promoted to manager of the Dallas zone of Packard Motor Car Co., succeeding C. M. Ritchey, who has been given another position in the field organization. Dennon has been assistant manager at Dallas since last August.

New Virginia Law Defining "Used" Cars Helps Dealers

With a law which becomes effective July 1, 1950, Virginia has become the first state to have a law which definitely defines a new and a used car and so the first state to adopt aggressive steps to control bootlegging of new cars, John E. Rame, general manager of the Automotive Trade Association of Virginia, reported last month.

A "new motor vehicle" is defined as one which has been titled 30 days or less in other than its manufacturer's or licensed new motor vehicle dealer's name or has not been more than 500 miles. Any other vehicle is considered a "used motor vehicle."

During the past three months, thousands of cars driven into Virginia from New York, Pennsylvania, New

Mr. Rame

Jersey, North and South Carolina have been advertised and sold by Virginia dealers as "new cars," Rame said.

"After July 1, this practice is illegal and subjects violators to the loss of their dealer's license as well as to other penalties.

"Under the present law cars can be sold in Virginia only by licensed new car and used car dealers or by persons forms of disposing of motor vehicles required for their operating and actually used in good faith.

"Under the law, used car dealers are prohibited from advertising or selling a new car. After July 1 they cannot sell motor vehicles as "nearly new," "slightly used" driven less than ten miles, etc., Rame said. "The advertising and sale of new motor vehicles as defined by the new law is the sole privilege of licensed new car dealers franchised by their manufacturers to sell such motor vehicles.

"Putting a brand new car on a hoist and running it for 500 miles or turning the speedometer up to 500 or more miles so that used car dealers can sell such cars, threatened by an attorney of ——— Used Car Dealers Association at the hearing before the governor, will serve no purpose, as that car cannot be sold as a new car and can be sold only as a used car, which is the very intent and purpose of House Bill 579, which is now law and effective July 1," Rame said. "Used car dealers can advertise and sell only used motor vehicles and a used motor vehicle is one which has been driven 500 miles or more or had been titled in the name of the original purchaser for 30 days or more.

"As a result of the dealer licensing law, used car dealers of Virginia are more respected and have more public confidence than ever before as the stigma has been eliminated, while competition among new car dealers is on a higher level," Rame said. "The new definitions should further protect the dealers' interest and future security," he stated.

Many Virginia dealers gave Rame the credit for obtaining passage of the statute.

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Looking Ahead

May 12—Annual convention of Arkansas Automobile Dealers Association, LaFayette Hotel, Little Rock, Ark.

May 14-17—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.

May 15-16—Southeast Automotive Show conference, Biltmore Hotel, Atlanta, Ga.

May 18-20—Annual convention of Automotive Engine Rebuilders Association, New Jefferson Hotel, St. Louis, Missouri.

May 23—Annual convention of Missouri Automobile Dealers Association, Hotel President, Kansas City, Mo.

June 2-10—Joint meeting of Old Dominion Automotive Boosters Club of Richmond and affiliated transportation sections of Virginia, North Carolina and Maryland, annual convention, Hotel Old Point Comfort, Va.

Sept. 9-11—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach, S. C.

Sept. ——— Fall session of South Carolina Automotive Wholesalers Association, Kansas City.

Oct. 8-10—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi.

Oct. 15-17—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Oct. 15-17—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis.

Oct. 22-24—Annual convention of Florida Automobile Dealers Association, Palm Beach Biltmore Hotel, Palm Beach, Fla.

Oct. 22-24—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Dec. 1-2—Business conferences of National Standard Parts Association, Chicago, Ill.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago, Ill.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami, Fla.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 17-20, 1951—Southeast Automotive Show, Birmingham, Ala.

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Purolator '50 Sales Run 16 Per Cent over 1949

Sales of Purolator Products, Inc., were up 16 per cent for the first quarter of 1950 over the 1949 mark, with the upward gain in automotive oil filters, President Robert B. Lively told stockholders last month.

The outlook for the present time is good, Lively said. Car owners are becoming increasingly conscious of oil filters as a vital part of the lubrication system of an automobile. In general, business in general continues at the existing level. 1949 could show a decided improvement over a comparable level.

Georgians Meet Oct. 15-17

The 1950 annual of the Georgia Automobile Dealers Association will be held Oct. 15-17 at the General Oglethorpe Hotel, Savannah, Ga.

Hunter Leaves Schrader's

Lloyd S. Hunter has resigned as advertising manager of A. S. Schrader Son, Division of Scovill Manufacturing Co., Brooklyn, N. Y. He is connected with Fuller & Smith & Ross, Inc., Cleveland, Ohio.

A comparison of Boeing's 175-horsepower gas turbine and a diesel powerplant of similar rating in identical ten-ton trucks is shown above with the turbine at left. The 200-pound turbine occupies only 13 per cent of the space normally taken up by conventional gasoline or diesel engines of equal power, Boeing engineers said. The turbine operates on kerosene, diesel oil or gasoline. Note exhaust stack on side of the cab.

Alabama Takes Up Safety Spotlight

There's been a lot of talk about the need for driver training and other means of aiding highway safety—but little done.

Dealers of Alabama, through their executive vice-president, Frank R. Broadbent, are backing a mammoth safety rally at Montgomery May 9. The more than 20 cars turned over to schools for driver instruction will be included in the parade.

State and local school superintendents and highway traffic authorities will be present for the program, which will include a dealer financial luncheon.

Kruithoff Joins Hudson For Special Duties

Appointment of Leonard Kruithoff as special representative of the Hudson Motor Car Co. has been announced by C. A. J. Hadley, sales manager.

A veteran of 23 years in the automotive business, Kruithoff was for a time Washington zone manager for the Buick Motor Division. He last served with Packard.

Potter Heads Marquette Sales

Morgan H. Potter is now vice president in charge of sales for Marquette Manufacturing Co. He joined the company 13 years ago as a welding clerk, succeeded and was made sales manager of the firm in 1949.

Gas-Turbine Truck Passes Preliminary Tests on Road

Successful preliminary road tests of the world's first gas-turbine powered truck, using the experimental Boeing 175-horsepower, lightweight turbine, have been completed at Seattle, it was announced recently by Boeing Airplane Co.

Trial runs of the 200-pound powerplant in a ten-ton Kenworth Motor Truck Corp. chassis have been conducted quietly near Seattle for the past month, the announcement said. The turbine is under development for the U. S. Navy Bureau of Ships.

"Much additional testing and proving have yet to be completed," William M. Allen, Boeing president, commented. "This marks the start of a comprehensive program of service testing, but it should be emphasized that the turbine is not yet ready for production for the general market."

The turbine-powered truck is considerably quieter than a conventional diesel truck of equal power, it was stated. Exhaust gases are approximately the same temperature as those from a diesel or gasoline truck, Boeing engineers disclosed. "At idling power, for instance, it is possible to place a hand over the end of the exhaust pipe without burning of being burned." Exhaust gases are reportedly almost invisible and without offensive odor.

"Our people are commercially enthusiastic over the potentialities of the gas turbine," John G. Holmstrom, Kenworth's vice-president and general manager, said. "If extended tests prove as successful as these preliminary trials, we can see a great future for the lighter and simpler powerplant in trucks, tractors and other mobile equipment."

The turbine runs equally well on gasoline, kerosene, light or heavy fuel oil and has been tested on "bottled gas," company engineers stated. Features of interest to truck and car operators include the elimination of a cooling system, the elimination of much gear shifting, the ability to start and immediately develop full power without the "warm-up" period common to piston-type engines, and the impossibility of "stalling" the engine, the engineers said.

The turbine weighs at least 2,300 lbs. less than conventional engine installations of equal power, and therefore will provide greatly increased revenue-producing payload space for truck operators," Holmstrom emphasized. "This weight reduction, combined with the fact that the gas turbine occupies only 13 per cent of the space normally taken by the conventional 200-horsepower gasoline or diesel engine, will make possible certain changes in truck design such as improved axle ability," it was said.

The turbine, made from small size and light weight is much simpler in construction than the conventional automotive engine. Although it is a descendant of the high-speed airplane jet engine, Boeing engineers pointed out that the "175" operates on the same principle as the familiar ship steam turbine, but uses exhaust gases in place of steam to turn the turbine.

(Continued on page 148)

Southern JOBBERS AND FACTORY MEN

Joe Williams' whole-hearted attention to each customer's problem boosted his sales to $10,000 a month before he left the counter to take on a territory.

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By Baron Creager
Southwestern Editor

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$10,000-a-Month Counterman

Five months after Joe Williams got the counter job he wanted, he takes across that counter and on the phone sales averaging $10,000 a month.

One month his sales passed the $11,000 mark. That was well after he had hit his stride and in his stride Joe Williams never sold less than $10,000 a month.

The past tense is used because last January Joe graduated to territory salesman for the Smyth Auto Supply Co. in Amarillo, Texas. In his first 30 days he was doing all right in the territory, too. Early in February the books showed that the dollar volume of business from that territory in not 30 days was no less than 22 per cent.

According to Joe and his employer there are two principal reasons for Joe's success as a counterman. Joe says simply that he likes the work and likes people. Curtis Smyth says Joe's biggest asset is that he takes a genuine interest in the problems of those he deals with.

Joe admits that there are other reasons, but they are more or less adjuncts of the two mentioned which were responsible for his success from rank beginner to territory salesman in three years and six months.

Prior to 1946 Joe Williams was night mechanic and then service salesman in a dealership in Raton, N. M. From 1940 until the spring of 1945 he drove a huge transport for the Amarillo concern. Then he went into the shop and while there had occasion to search for parts in a $15,000 inventory that had been accumulated in the form of a baffling litter on the floor and against the walls of one small room.

That was a terrible mess, Joe recalls, with $15,000 worth of valuable parts almost in one conglomerate pile. One day while I was talking with the boss, he moaned about that pile of parts. I told him he needed a parts man and he practically challenged me to get the inventory in shape. So I did, but it took me three months.

From there Joe went to Smyth Auto Supply, and there are two versions of how he made the connection. Joe says: "I happened to be in there one day and Mr. Ferguson offered me a job."

C. L. Ferguson, president of the company, confides: "I'll tell you something about Joe that he wasn't tell you. When he was driving a transport, every time he got to Amarillo he came in and asked me for a job. I don't know how many times he asked me, adding that he was determined to learn the parts business and preferred to learn it with us."

So Smyth Auto Supply took on Joe Williams and at that point Joe was began keeping a road of smoke. In June of 1946 he started in the receiving department. Then he was in the order department. He did some billing and then began relaying orders to turn at the counter now and then.

Five months after he started, in November of 1946, a hole opened at

Do's and Don'ts for Countermen

DO

1.—Have a background of mechanical knowledge about automotive transport.

2.—Learn all you possibly can about your products and competitors' products.

3.—Keep thinking ahead of the customer. Half the counter customers don't really know what they want.

4.—Ask boldly, but politely, for the customer's related-item business. If he buys pistons, try to sell him rings.

5.—Go out of your way to show a genuine interest in the customer's needs. If you don't have it, get it.

6.—Like your work, like people and enjoy being helpful and customers will come back asking for you.

7.—If you are deficient in any of these requirements, put in the necessary amount of night work or study.

DON'T

1.—Never high-pressure a customer into buying something he does not want. Such a sale is always costly.

2.—Don't let the customer realize that you know more than he does about what he wants. You must know more, but don't fail to hide your superior knowledge.

3.—Don't try to be a counterman if you don't like it.

Joe Williams did not write this list of "do's and don'ts" but it was compiled from his experiences and comments by his employers.

the counter and Joe occupied it.

Ferguson and Smith supply some of the reason for Joe's sensational success at the counter. They relate that while on the job of driving a transport from Amarillo to Denver and back, he thoroughly enjoyed cutting parts for the transport company even on his time off.

When he caught on with Smith Auto Supply, he began carrying the catalog home for night study. When he got to the counter, he began asking customers for all of their parts business. If they bought pistons, he asked for the ring business. He knew the mechanics for all the transport outfits and he spent much time at night mingling with these mechanics and asking for business.

Joe says: "I just like my work. I like the selling game and like to talk with people. I think you have to like something to make good at it.

"This business is a challenge to a man," he said with warm enthusiasm. "Every day you learn something new. But you never learn it all. You just have to keep learning and looking for things to learn.

"One thing I found you have to learn on the counter is to think ahead of customers. Half of them don't know what they want, exactly. So you have to think ahead of them. But you don't dare let them know that you know more than they do. That's one way to lose a customer.

"I never high-pressure a customer. I learned my lesson early. Once when I was a new car salesman a lady wanted a car in a certain price range. We didn't have it, but we had a better car in the next higher price bracket. So I put on the pressure and sold her the better car.

"I've never forgotten it, for that car was never satisfactory for that customer. Something was always wrong and it got to where we hated to see her coming. I'll bet the company spent more than the profit on that car trying to make her happy. But it was impossible.

"Yes, I sure liked the counter and I guess a good many people liked to deal with me. I would come down on Sunday or any other time to get paid.

"My customers would walk into the store and if I weren't in sight they'd ask for me and wait until I came back. They'd call up and want for me to get to the phone from the back of the building.

"The only explanation I know of is that I liked to work for my customers and they knew it."

Working for and with a customer, Joe Williams is an illustration of what he means. The customer gets complete and absolute attention. The fact that there might not as well be in a completely sound-proof booth. People hurrying to the table of more conversation and the average customer of a busy jobbing house—to all this Joe is oblivious when with a customer and there are only two persons

(Continued on page 106)

Being away from his home and his wife is the only bad feature of his new job as territory man, said Williams, who increased volume in his territory 25 per cent during his first 30 days on the road.

William Triplett, a salesman for Phelps-Roberts Corp., tries his hand at selling an axle wedge to resistant "customer" Thomas Wheeler of Roberts Brothers, Inc., under the eye of Patterson (left).

Washington Group Sends Salesmen to Sales Clinic

By Beatrice Miller

How can I make more sales? How can I get the dollars rolling into my company? And earn more money myself?

That's what Frank A. Patterson tries to answer for the 175 salesmen and countermen from the Greater Washington Automotive Distributors Association attending his sales clinic—a type of training which could be duplicated in other localities by cooperation among jobbers.

"We find that our men come back to their jobs with greater enthusiasm and self-confidence," said Robert Phelps, secretary-treasurer of Phelps-Roberts Corp., Washington, D. C., which had 17 employees enrolled in the clinic. "Some of them are young men who came back from the war and had never held jobs before. The course gives them good practical way of approach that they never had before. The older men find it stimulating and refreshing." The entire classroom is enthused.

Authority lacks evening packed with discussion, anecdote, demonstration and fun. Patterson, the famous author of the Washington Dale Carnegie Institute, and official instructor along each of the War Production Board hammers home how salesmen achieve success, who make salesmen will that is about twice as much as others. He breaks down the salesmanship techniques that pay, he "gang up" the approach, personality, power, attitudes, knowledge of the product and closing a sale to a customer.

Entertaining but always instructive, Patterson demonstrates in a sales situation how to condition the mind to sales success, how memory may be developed by the use of devices, how to get at the buyer's motives, how to present for his objections in competition.

Across the blackboard Patterson had written: "What a beautiful day it is in Washington." A salesman with a perfective position being on the hang up job of selling every time, he mainline, provided his self starts long before he reaches the office. Whether it is coming leading or growing where you are, Patterson told the salesmen representing 12 wholesalers and jobbers, announce to yourself what a beautiful day it is. Tell yourself what a wonderful thing it is to get up, eat a good breakfast, come getting out on the street, how you love your job and keep telling yourself, "I love my customer."

Appearance pays. Patterson underscored and sent home detail on what makes a salesman personable. Top place he gives to cleanliness of person and cleanliness and orderliness of shoes.

Discipline yourself, he advised, and do the things you have to do. If there's a tough job, get it out of the way first thing in the morning and you'll feel better the rest of the day.

Know why people buy. A good salesman understands "human nature." If you know a customer's motives for buying, you are armed to put over that sale. Is it for gain and economy? That is the borrowed reason, but it may be for pride and recognition, or comfort and convenience, satisfaction or happiness. The motives may be fears, safety and protection or comfort and nutrition.

If you know the motives, you can pass on the selling points to support or counter these motives to the firms that buy from you so that they can do a better job of selling.

Prepare yourself for the questions a customer will ask. But know the answers whether the questions are ever asked or not, and as an aid Patterson presents his formula of six "Q's" or questions:

1—Why am I presenting this product to you?

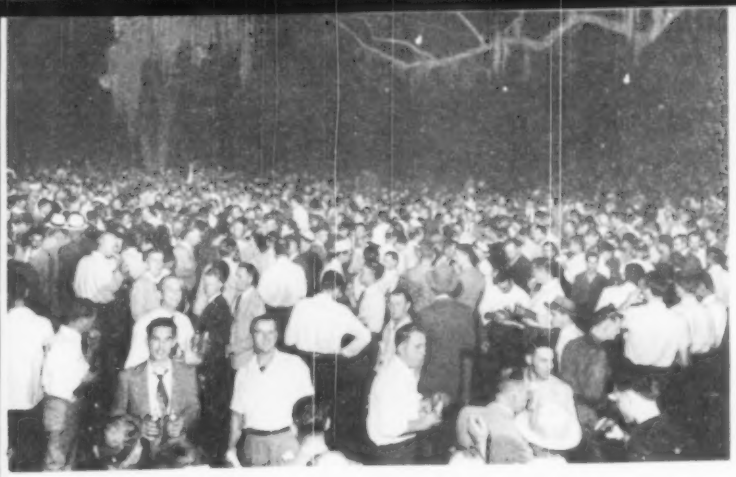
2—What is the product?

3—Who makes and sells this product?

4—Who uses this product?

(Continued on page 162)

All eyes are focused on Frank A. Patterson as he puts across an important selling point during one session of the sales clinic.



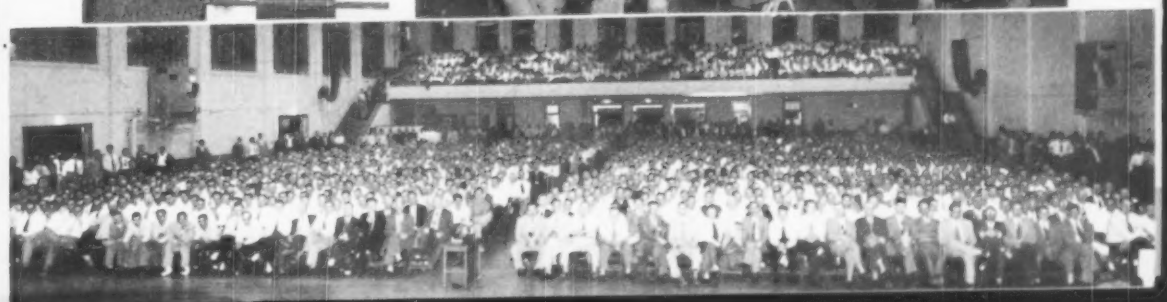
They Rallied at Mobile

Three thousand automotive folk attended the "Get It from Your Jobber" program sponsored April 27 by ten of the 12 jobbers of the Mobile, Ala., area. The top and bottom views give some idea of the size of the crowd, who were admitted as each person presented a card previously issued to him. A talented young dancer, Mitzi (top, right), and her troupe gave a performance that "made a real hit."

More than $500 in door prizes was given away and refreshments were served later. Jobbers elsewhere may be interested to know that the entire program did not exceed $2,100—less than a dollar for each guest.

A highlight of the program was the presentation of the "Get It from Your Jobber" campaign by Walter A. Kirkpatrick (left, below), Wilkening Mfg. Co. executive and a leader in the national campaign from the start.

At right below appear representatives of nine of the ten sponsors (l. to r.): Standing, Ed Coward of Allied Auto Parts, Carl A. Davis of Davis Motor Supply, Ernest Kyser of Kyser's Motor Exchange, Albert Johnson of Albert Johnson & Son, E. B. Conn of Central Electric Co., C. H. Moorehead of Motor Parts & Supply and Paul A. Peck of Mobile Electric Garage; kneeling, J. C. Parker of Motor Parts & Supply, W. C. Bethcze of Bethcze Spring Service, S. F. McEachern of Prichard Auto Parts and J. B. Cranford of Kyser's Motor Exchange. Griffin Motor Supply also participated in the meeting.



HEAVY DUTY EQUIPMENT

TRUCKS - BUSES - FLEETS

Engine Governor

By E. M. Lowery
Technical Editor

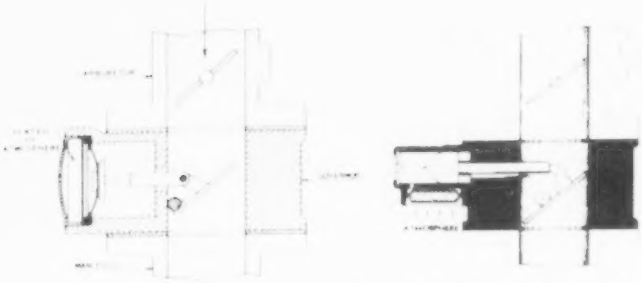


Fig. 1.—The governor valve is connected to a diaphragm, or piston, which automatically maintains the governed speed regardless of manipulation of the throttle.

Why have an engine governor? Here are reasons and also an insight into governors' workings.

It is surprising how many fleet operators will install governors on the units in their fleet and immediately forget about them.

They must have been thoroughly sold on the value of the governors at the beginning, otherwise they would not have gone to the expense of the installation. Yet after the first few months they never have a checkup made to determine whether or not the governor has been tampered with and is operating properly.

We know of drivers who when assigned a governed vehicle will pull into the best shop available and have the governor calibration changed so as to place full control of the engine's speed in their hands. Usually the vehicles operated by such drivers head the list in maintenance cost.

It is our opinion that the governor plays a most important part in holding the maintenance cost of a vehicle to a minimum, particularly the engine.

There is actually only one reason why governors are installed—enough to provide a definite means of conserving equipment and of operating that equipment more economically. It is estimated that in operating a vehicle properly governed average savings will be 30 per cent on tires, 25 per cent on oil, 15 per cent on gasoline, 75 per cent on engine repairs, 50 per cent on vehicle adjustment and repairs and 37 per cent in the form of accidents.

Current engine governors may be classified into two categories. The centrifugal type, which is used most in stationary engines, and the vacuum type, which is most popular on vehicles used for transportation.

Engine governors prevent engine speeds over those recommended by the manufacturer, not only in high gear but also in lower gear ranges. For example, an engine may develop its maximum power at 2,800 rpm. Depending upon the rear axle ratio and tire size, this engine speed may be capable of driving the vehicle 60 mph. In lower gears the engine speed would still be limited by the governor to 2,800 rpm's. At this rpm the engine is still delivering its maximum power, although the vehicle will be traveling at much lower mph. Right here is where the governor does a good job. Most drivers are conscious of all speed laws, but some of them don't realize that with the vehicle in low gear range and the engine not governed, they may rev the engine far in excess of the limits specified and still get no appreciable increase in pulling power.

The engine governor however, will not prevent excess engine speeds when a vehicle is coasting downgrade with the transmission in gear. Under these conditions the engine is driven through the power train, and the engine speeds will increase proportionally with vehicle speed. Under such conditions the driver should watch the tachometer and use the brake to hold engine rpm within set limits.

The vehicle type governor may be installed as a separate unit between the carburetor and intake manifold, or, in some instances, it is an integral part of the carburetor.

As the fuel mixture passes through the governor it is forced against the governor butterfly valve. This forces it to close the governor valve and shut off the flow of fuel to the engine. However, the governor valve is connected to a spring and an air blower type, which opposes the force of the fuel charge. By balancing the velocity of the fuel charge and the

June Issue: Summer Conditioning

With vacation driving predicted to set a new record, next month Technical Editor Lowery will outline conditioning procedures for trouble-free summer driving.

Technical Editor Lowery

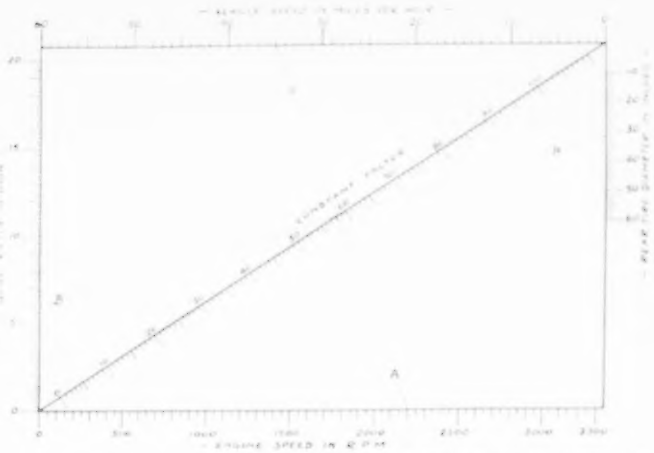


Fig. 2.—This is a graph to determine vehicle speed by comparing gear ratio, tire size and rpm of engine. Road speed in miles per hour or engine speed in rpm can be determined with this chart when one of these factors, together with the rear axle ratio and rear tire diameter, is known. For example, to find engine rpm at 35 mph with axle ratio of 6:1 and rear tire diameter of 32 inches, place a straight edge or scale across chart as shown by BB from 6 on gear ratio scale to 32 on the tire diameter scale. Note or mark point 58.5 where BB intersects the constant factor scale. Then place the straight edge across chart in position AA from 35 miles on the vehicle speed scale and intersecting the 58.5 point on the constant factor scale. The straight edge will then intersect the engine rpm scale, giving the desired speed, which, in the case of this example, is 2,200 rpm.

Heavy Springs Also Are Changing

At first glance the new leaf springs may look like the old ones but these recent adaptations make them better.

By Jackson Smith
Spring Designing Engineer

Tension on truck and bus spring suspensions are considerably tighter than revolutionary for a number of years. We have been with these vehicles for the next few years so we should want explanations.

Because of their wide experience under practical field conditions their opinions are an important influence on truck and bus design and, since that equals spring concerns, they have to maintain interchangeability as long as possible for usual and unusual reasons. For instance:

A public utility company recently spent dollars, perhaps $100,000 or so to build. Yet the bodies can be put on chassis costing only $5,000 but the bodies must outlast several chassis. Such that operators have good reasons not to desire to mounting established chassis dimensions.

Fleet operators felt that an improved chassis lead by a month whereas the time spread of chassis frames were practically combined for trucks. Where frames in need for trailers because the higher frame of trailer bodies permit putting the springs under the chassis frame. Standardized frames make it possible to switch bodies from one chassis to another and also cost less.

But the standardized width of chassis frames is one of the "fixed elements" hindrance truck spring suspension and weight in a few very special instances and much can be done about it. Let's call this frame width "A".

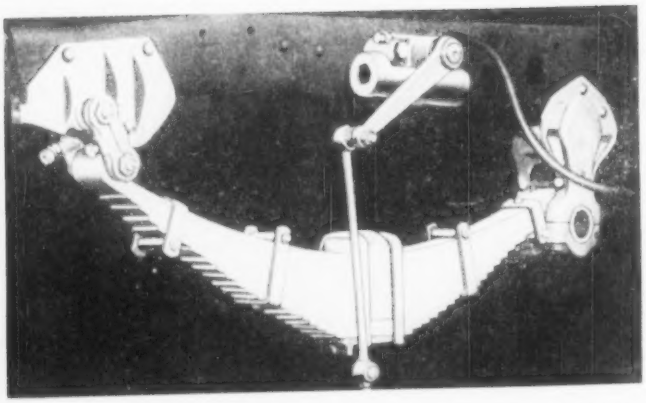
The other fixed dimension is the limited vehicle width as fixed by the law of gross. Let's call this "B" and when "A" subtract "B" from "A" we have a limited space into which we must pack at least two tires or four tires for dual wheels and space for the chassis brake drums and spring suspensions. The back of it is that the heavier the load, the larger the tires and the less space remaining for spring suspensions. As Mr. H. B. Buchman of Auburn says and "What then happens to the spring should happen by a close."

The only factor that lets truck spring suspensions practical for so many years is the adaptability of leaf springs as the leaves can be two and wide or more and narrow throughout a wide range.

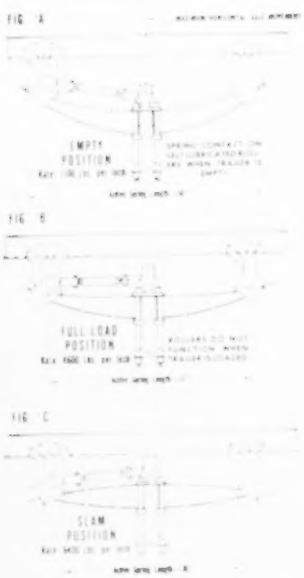
When the more on the sixty class of a new 1950 truck he notices that it has the "old" leaf springs. What he does not notice is that these springs are by a couple of inches longer of such cost as required for the 1950 Chevrolet trucks spring an increased rising length of four inches. Furthermore the extra four inches is all active spring metal the "unsprung" leaf spring shackles and the rear mounting the same factor. Consequently no increase of spring length from 40 to 44 inches gave more than a 10 percent increase in spring rate of stiffness and might increase the actual shock absorbing effect 15 per cent.

This increase in the active spring gained by a common penalty can be given in the amount of metal in the longer spring. Leaves must need a

Truck front spring with shock absorbers.



Progressive trailer springs.



Single-leaf springs of this type are being tried for passenger cars.

required to do increased work. That is, unless the longer spring is made of better steel, has better heat treatment, is shot-peened or is of better design.

The greater distance between the tips of the longer spring gives greater distance between the points of support on the chassis frame. Consequently, the same frame can carry a heavier load and there is less stress on the body panels when the load is more equitably supported.

Since a typical 1½- to three-ton truck may be carried by a set of springs weighing 400 lbs., and since trucks nominally rated at 1½- to three-ton frequently have a road weight of 2,200 lbs., the slight increase in spring weight is such a small percentage of the total weight that the increased road speeds and protection of load and driver are much more important.

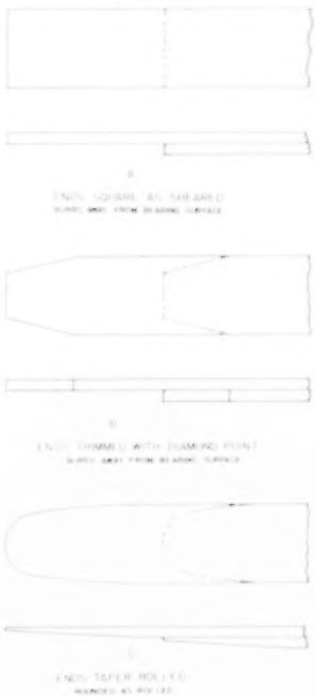
The time seems to be pressing, if it has not already passed, when truck spring suspensions were considered adequate if they were: Protected the vehicle from fatigue; (b) protected the load from fatigue and damage. But the present trend considers a third factor: (c) Reasonable driver comfort.

Truck manufacturers have been building longer cabs and chassis, necessitated by comfort for the driver. But, while better spring cushions are helpful, they are not a complete answer. For if the steering wheel and pedals go up—at the same instant the seat cushion goes down—the relative movement between driver and controls can still be very long on the driver, even if not as quite the same place.

Experience or experiment has shown that greater flexibility of front spring suspensions has an important effect on the ride. Since truck and bus drivers usually sit over, or close to, the front springs, there is a modern trend among truck manufacturers to fit shock absorbers both front and rear.

Fitting of shock absorbers is usually confined to the front spring suspensions of trucks because: (a) Trucks usually carry only half as much weight on the front axle as on the rear axle.

Leaf ends.



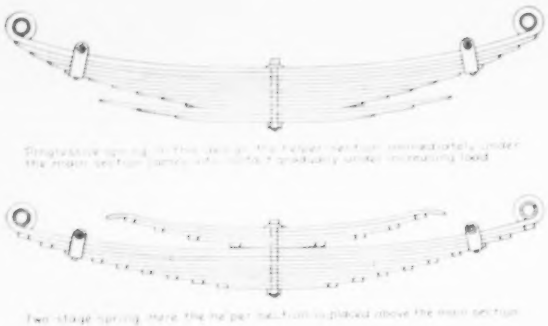
(b) Truck wheels are larger than being continuous on rear wheels of trucks; the with forward mounted power plants of trucks; there is less variation between empty and loaded weights on the front axle than on the rear axle.

When shock absorbers are used, less interleaf friction is required to damp out the oscillations of the spring. Consequently, leaf separators often use lubrication between the leaves of front springs of trucks fitted with shock absorbers, for greater driving comfort, even though they use the rear springs dry, to obtain maximum interleaf friction to damp out shocks.

Because passenger loads are more vital than pickaxes in expressing the comfort or damage, trends in spring suspensions are set in passenger cars and after they have been tried out for heavier load of buses, are then be adapted for trucks. While the "progressive" type of spring has been quite generally used for buses for some time, despite slightly higher cost and weight, the increase in the use of progressive springs for trucks is a recent and intelligent trend, because of the self-adjusting ability of the progressive spring to cope the wide range of load encountered in truck use.

In the progressive type of spring, the shorter leaves usually have less camber or curvature. They are seen to be flat, then the longer leaves. As a result, as the curvature of the longer leaves is flattened out under increased loads, the longer leaves receive more and more support from the shorter leaves, thus increasing the deflection rate progressively—yet without abrupt changes in rate.

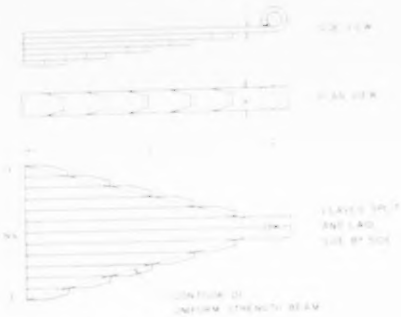
The modern trend in leaf springs is to obtain a "progressive action" of



Progressive spring is this one in the helper section immediately under the main section carries load gradually under increasing load

Two-stage spring, here the helper section is placed above the main section

Progressive and two-stage springs.



Why leaf tips are tapered.

the spring. In seeing either overall ends on the main leaves or overall spring ends on the chassis frame, so that as the spring is flattened the effective length of the spring is decreased, thus tending to increase the deflection rate in proportion to the increase on the load.

The helper spring mounted above the main spring has proved to give great value through many years but it makes its change from light load to full load in one jump, not as the abrupt change was made from low speed to high speed in the Model T Ford planetary transmission.

These two factors tended to award stronger and softer helper springs to meet conditions, including conditions of good roads and better driven speeds. Truck loaders are conscious both and the pocketed one, over the course of years, will become more

"It doesn't take me long to clean parts. I have a system."

ing the tendency for body roll when the truck goes around curves at high speeds. With main springs more nearly adequate to carry maximum loads, such high bodied trucks may require helper springs which will tend to check and to control body roll on curves to certain reasonable limits. Of course such helper springs are also helpful in preventing axle bottoming contact of severe bumps on uncontrolled when the truck is heavily loaded.

Opinions vary as to how far the main springs of trucks and trailers equipped with helper springs should flex before the helper spring contact then rate and begin to share the load. One of the large truck manufacturers gives approximately the same figure.

Improved Manufacturing Processes

When first introduced not before the war and used for the springs of Cadillac and other high-grade passenger cars, shot peening was then considered by many engineers as too expensive for everyday use on truck springs. But during the war Army experience proved the value of shot peening the tension surfaces of the longer leaves, and this shot peening was specified for practically all Army vehicles, from Jeeps to the biggest Army trucks.

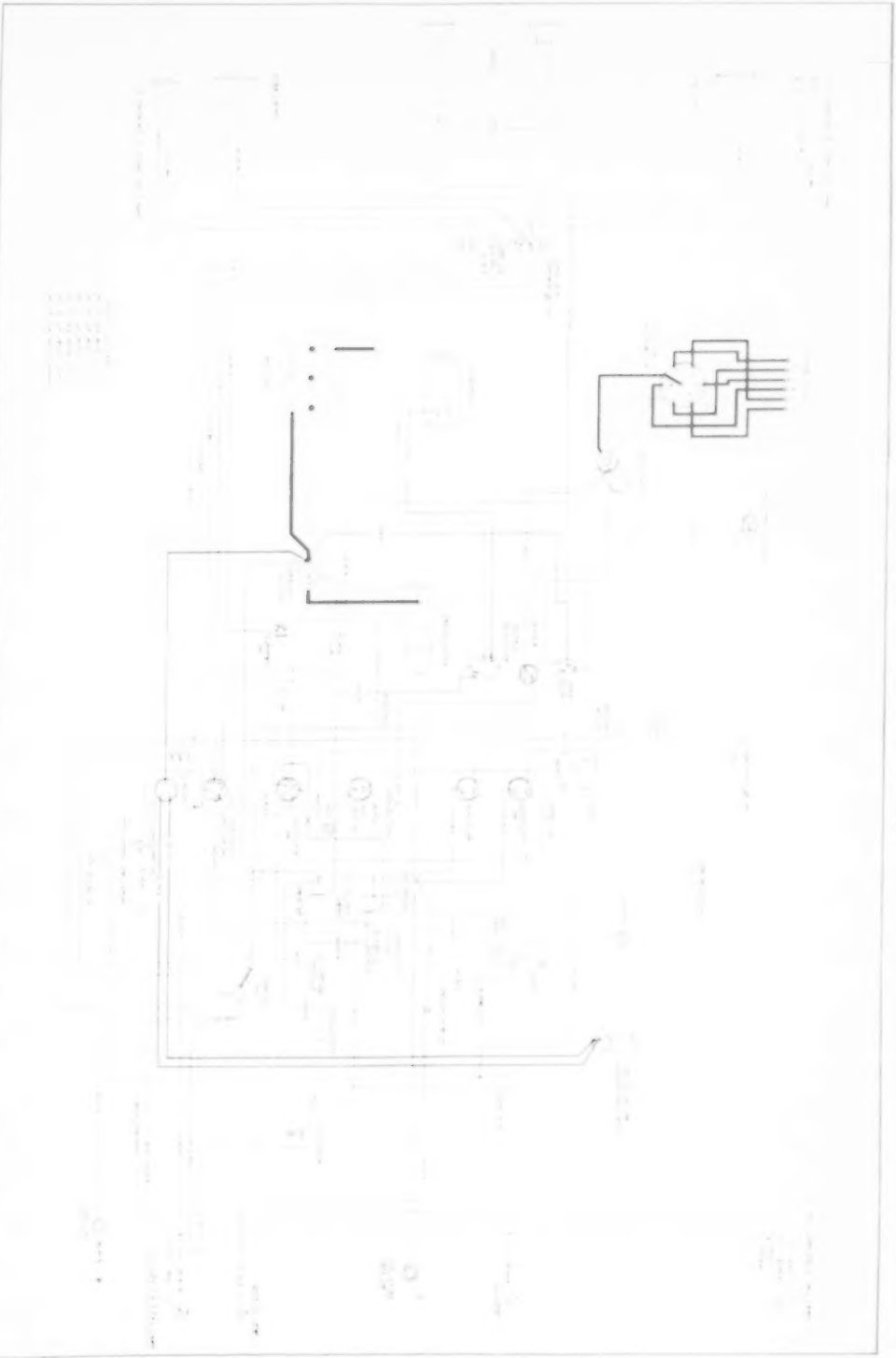
Of course the Army gave more attention to reliability than to costs and during the immediate postwar years the value of shot peening for increasing the fatigue life of spring steel found less attention. Like other production methods which involve hand mechanical the application of shot peening has been measured with relatively less measure proved as compared with the value of the entire spring. Consequently, we now consider shot peening of the longer leaves as one of the definite, if less apparent, assets in modern truck and bus spring engineering.

During the war machine tools as well as men and women learned to do some things, and sometimes do them better than they had ever done them before. One instance, the improvements in rolling tapered ends on the tips of spring leaves.

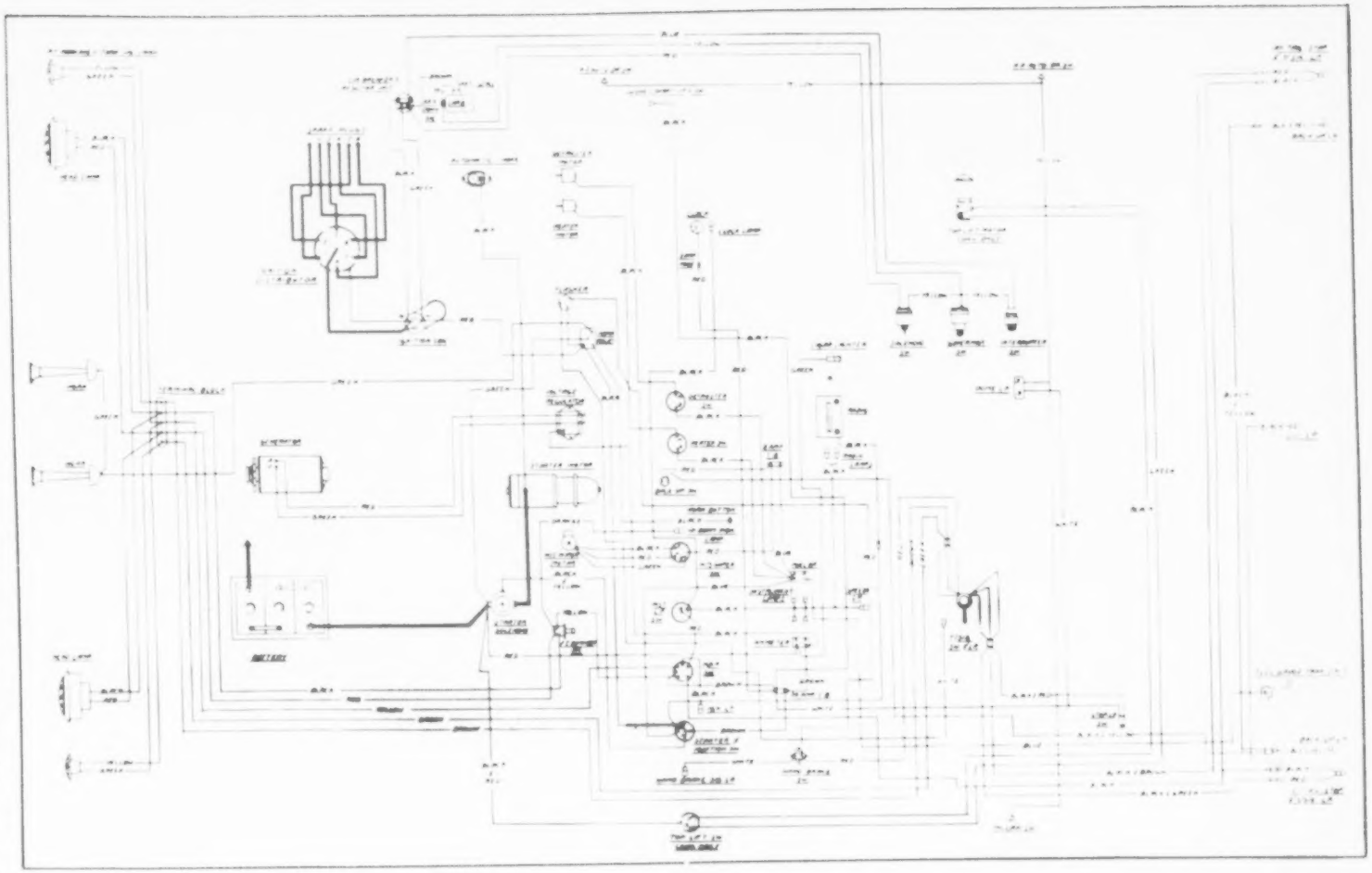
With multi-leaf truck spring assemblies leaves with square end only, because spring cut ends to the helper, the abrupt change in cross section affects the adjacent leaves in a concentration of stress, like bending a stick over the square edge of a desk, and so not as desirable as the tapered end. However, into the coming year, by measure, it has been seen they did become a work.

During the war the leaf spring

(Continued on page 112)



WIRING DIAGRAM FOR 1950 PLYMOUTH



WIRING DIAGRAM FOR 1950 DODGE

Now comes another dramatic business builder for Studebaker dealers

The revolutionary

STUDEBAKER AUTOMATIC DRIVE

Most advanced of all the automatic transmissions

Studebaker's really rolling!

CURRENT PASSENGER-CAR SPECIFICATIONS
Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS: No. and Size Comp.	RINGS: No. and Size Oil	OIL: Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
BUICK 40 Special	121½	8J	3 9/32 x 4 1/8	30.63	115@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 50 Super except Model 52	121½	8J	3 9/16 x 4 1/8	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3 9/16 x 4 1/8	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126½	8J	3 9/16 x 4 9/16	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
BUICK Model 72	130½	8J	3 9/16 x 4 9/16	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
CADILLAC 61	132	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 62	126	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 60	130	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 75	140½	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3 1/2 x 3 3/4	29.4	92@3400	G	4	2-.1237	1-.1865	5	AC	N	Y	HP
CHEVROLET Sty. & Fleet (with Powerglide Drive)	115	6J	3 9/16 x 3 13/16	30.4	105@3600	G	4	1-.1237 1-.0937	1-.1865	5	AC	N	Y	HP
CHRYSLER Royal & Windsor	125½	6I	3 7/16 x 4 1/2	28.36	116@3500	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca
CHRYSLER Saratoga & N. Y.	131½	8I	3 1/2 x 4 1/8	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CHRYSLER Crown Imperial	145½	8I	3 1/4 x 4 1/8	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CROSLEY Model CD	80	4J	2 1/2 x 2 1/4	10	26.5@5400	G	5	2-.0625	2-.155	2	AC	Y	N	T
DeSOTO S-14 DeLx. & Custom	125½	6I	3 7/16 x 4 1/4	28.36	112@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca
DODGE Coronet & Meadow	123½	6I	3 1/4 x 4 1/8	25.35	108@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	St
DODGE Wayfarer	115	6I	3 1/4 x 4 1/8	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	N	N	St
FORD & Custom 8 Cyl.	114	8I	3 9/16 x 3 3/4	32.5	100@3600	G	3	2-.093	2-.186	5	Y	N	Y	Owa
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4	2-.093	2-.186	5	Y	Y	Y	Ho
FRAZER	123½	6I	3 9/16 x 4 1/8	26.3	112@3600	Ch	4	2-.0935	2-.1556	5	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3 5/16 x 3 7/8	30.4	112@4000	Ch	4	2-.078	2-.1875 .156	7	AC	N	Y	Ca
HUDSON Super 6	123½	6I	3 5/16 x 4 1/8	30.4	123@4000	Ch	4	2-.078	2-.1875 .156	7½	AC	N	Y	Ca
HUDSON Super 8	123½	8I	3 x 4 1/2	28.8	128@4200	G	5	2-.093	2-.1875 .156	8	AC	N	Y	Ca
KAISER Special	123½	6I	3 9/16 x 4 1/8	26.3	100@3600	Ch	4	2-.0935	2-.1556	5	AC	Y	Y	Ca
KAISER DeLuxe	129½	6I	3 9/16 x 4 1/8	26.3	112@3600	Ch	4	2-.0935	2-.1556	5	AC	Y	Y	Ca
LINCOLN Cosmopolitan	125	V8	3 1/2 x 4 1/8	39.2	152@3600	G	3	2-.0933	1-.186	5½**	AC	Y	Y	Ho
LINCOLN	121	V8	3 1/2 x 4 1/8	39.2	152@3600	G	3	2-.0933	1-.186	5½**	AC	Y	Y	Ho
MERCURY	118	V8	3 9/16 x 4	32.5	110@3600	G	3	2-.0933	2-.186	D	AC	Y	Y	Ho
NASH Statesman	112	6I	3 1/8 x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3 1/4 x 4 1/8	27.34	115@3400	Ch	7	2-.0930	2-.1547	6	AC	N	Y	Ca
NASH Rambler	100	6I	3 1/8 x 3 3/4	23.44	82@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
OLDSMOBILE 76	119½	6I	3 7/32 x 4 1/8	29.9	105@3400	LB	4	2-.0937	2-.1875	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	119½	8J	3 1/4 x 3 7/16	45.0	135@3600	LB	5	2-.087	1-.1875	5	AC	N	Y	V
PACKARD 8	120	8I	3 1/2 x 3 3/4	39.2	135@3600	Ch	5	2-.0233	1-.0935	7	AC	N	Y	Ca
PACKARD Super	127	8I	3 1/2 x 4 1/4	39.2	150@3600	Ch	5	2-.0233	1-.0935	7	AC	N	Y	Ca
PACKARD Custom	127	8I	3 1/2 x 4 1/8	39.2	160@3600	Ch	9	2-.0233	1-.0935	7	AC	Y	Y	Ca
PLYMOUTH P-19 DeLuxe	111	6I	3 1/4 x 4 1/8	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	I	N	N	Ca
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118½	6I	3 1/4 x 4 1/8	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	I	Y	N	Ca
PONTIAC 6	120	6I	3 9/16 x 4	30.4	90@3400	M	4	2-.0937	1-.1875	5	AC	N	Y	Ca
PONTIAC 8	120	8I	3 1/8 x 3 3/4	30.4	108@3600	M	5	2-.0937	1-.1875	5	AC	N	Y	Ca
STUDEBAKER Champ 9G	113	6I	3 x 4	21.6	85@4000	G	4	2-.0937	1-.1562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. 17A	120	6I	3 5/16 x 4 1/8	26.33	102@3200	G	4	2-.0937	1-.1875	6	AC	Y	Y	St
STUDEBAKER Land C. 17A	124	6I	3 5/16 x 4 1/8	26.33	102@3200	G	4	2-.0937	1-.1875	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	101	4I	3 1/8 x 4 1/8	15.6	72@4000	G	3	2-3/32*	1-3/16*	4	HH	N	N	Ca-Zn
WILLYS Jeepster & Sta. Wag.	101	6I	3 1/8 x 3 1/2	23.4	75@4000	G	4	2-3/32*	1-3/16*	5	AC	N	Y	Ca-Zn

ABBREVIATIONS

*—Adjustable
**—Adjustable (optional)
A—Accessoire
AC—A.C. Spark Plug
A. & I.—Auto. and Industrial Wire Cloth Products
Ca—Carter
Ch—Chain
D—Delco-Remy (optional)
G—Gear
HH—Hoffaille-Hessler
I—Ingersoll
LB—Timken Roller Specialties and Industrial Wire Cloth Products
M—Morse
N—No
Ho—Holley
I-L—Hand-Holley
J—Overhead valve
LB—Link Belt
Nl—Optional at extra cost
RP—Rossmann Products
St—Stromberg
T—Titeflex
V—Vertex
Y—Yes
Zn—Zenith

You need all these NEW

Porto-Power

PROFIT BUILDERS!

Every one of these new hydraulic rams and attachments is essential to PROFITABLY rebuild and recondition modern cars

NEW "ANGL-STAND" [illegible] $142.30.

A SHORT BANTAM RAM [illegible] $10.00

"PUL-PAK" [illegible] $41.20

THE "SPRED-RAM" [illegible] $29.30

WEDGE "PICK-UPS" [illegible] $7.60

NOW! A 10-ton assortment with a portable stand for ONLY $99.95

Think of it! This low cost is yours on the famous Blackhawk "Junior Body Assortment" of 14 basic attachments, the 10-ton "Porto-Power" hydraulic unit and the new "ANGL-STAND". Ask for Model S-82.

The price of $99.95 is *so low* . . . the profit return is *so great and fast* . . . no shop can now afford to be without enough "Porto-Power" assortments. Thousands have chosen this as their first assortment for basic body work. And today you can own it with the most practical utility-stand ever offered with "Porto-Power". See your jobber today and start collecting new income!

Choose your attachments from this new display

"Your Blackhawk Jobber will [illegible] Porto-Power [illegible] up to full profit power. [illegible] for these and other new developments.

"Porto-Power" is the exclusive trade name registered product of Blackhawk Mfg. Co. Dept. [illegible] Milwaukee 1, Wis.

[illegible]

BLACKHAWK

"RECK-RACK" • HYDRAULIC JACKS • WRENCHES

CURRENT PASSENGER-CAR SPECIFICATIONS
Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery		Clutch Facings				Brakes	
	Breaker Gap (0)	Spark Plug Gap (0)	Tappet Clearance Intake (0)	Tappet Clearance Exhaust (0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs)	Cyl Head Bolt Tension (ft lbs)	Cap and Ter Gd	Cool System Qts No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	L Bb	125	10	6	H	RW
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13	L Bb	125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	17½	None used				H	RW
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	10½	7	H	RW
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	10½	7	H	RW
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N	19	L	137	10½	7	H	RW
CADILLAC 75	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp & DeLuxe	18	35	06h	15h	1°a	34	17-21	70-80W	100N	15	O	137	9⅛	6½	H	RW
CHEVROLET Sty & Fleet (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	16	None used				H	RW
CHRYSLER Royal & Windsor	20	35	08h	10h	12°b	31¼-38	17-20	EW	120P	17	Bb	125	9¼	6	H	Ps
CHRYSLER Saratoga & N Y	18	35	08h	10h	12°b	27-30¾	17-20	EW	135P	21	Bb	125	10	6	H	Ps
CHRYSLER Crown Imperial	18	35	08h	10h	12°b	27-30¾	17-20	EW	135P	21	Bb	125	10	6	K	Ps
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	O	125	8	1	G	AW
DeSOTO S-14 DeLx & Custom	20	35	08h	10h	12°b	31¼-38	17-20	EW	114P	17	Bb	125	9¼	6	H	Ps
DODGE Cor., Mead & Way	20	35	08h	10h	8°b	31¼-38	17-20	EW	105P	25	Bb	125	9¼	6	H	Ps
FORD & Custom 8 Cyl	14-16	28-32	13-15	17-19	5°b	26-28¾	17-20	65-70	90P	22	L	125	10	6	H	RW
FORD & Custom 6 Cyl	24-26	28-32	9-11	13-15	11°b	35-38	17-20	65-70	100P	17	L	125	9⅛	6	H	RW
FRAZER	20	32	10c	14c	10°b	38	17-20	70-75c	105P	13½	T	125	9¼	6	H	RW
HUDSON Pacemaker	20	32-45	08h	10h	7½°b	38	17-20	70-75W	100P	18½	O	200	10⅛	6½	H	RW
HUDSON Super 6	20	32-45	08h	10h	7½°b	38	17-20	70-75W	120P	19½	O	200	9⅛	6½	H	RW
HUDSON Super 8	17	32-45	08h	10h	10¾°b	27	17-20	45-50W	120P	17½	O	200	9⅛	6½	H	RW
KAISER Spec & DeLuxe	20	32	10c	14c	10°b	38	17-20	30-35c	100P	15	Bb	125	9¼	6	H	RW
LINCOLN Cosmopolitan	14-16	24-26	au	au	5°b	26-28¾	17-20	65-70	120P	34½	L	125	10	7	H	RW
LINCOLN	14-16	24-26	au	au	5°b	26-28¾	17-20	65-70	120P	34½	L	125	10	7	H	RW
MERCURY	14-16	24-26	14c	15c	10°b	26-28¾	17-20	65-70	100P	22½	Bb	125	10	6½	H	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	125	8	5½	H	RW
NASH Ambassador	18-24	30	15	18	6½°b	35	17-21	70W	105P	17	Bb	125	10	7	S	RW
NASH Rambler	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	125	8	5½	H	RW
OLDSMOBILE 76	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18½	Bb	125	10	7	H	RW
OLDSMOBILE 88 & 98	12-17½	30			14°b	22	19-23	60-70W	115N	21½					H	RW
PACKARD 8	15	27	07	10	12⅜°bU	Z	17-20	60-62	100P	18	L	125	10	6½	H	RW
PACKARD Super	15	27	07	10	12⅜°bU	Z	17-20	60-62	100P	19	L	125	10½	7	H	RW
PACKARD Custom	15	27	au	au	U	27	17-20	60-62	120P	19	L	[illegible]	[illegible]	[illegible]	H	RW
PLYMOUTH P-19 DeLuxe	20	35	08h	10h	12°b	34¼-38	17-20	EW	100P	15	Bb	125	9¼	6½	H	Ps
PLYMOUTH P-20 DeL & Sp DeL	20	35	08h	10h	12°b	34¼-38	17-20	EW	100P	15	T	125	9¼	6	H	Ps
PONTIAC 6	20	25	11-13	11-13	5°b	35	17-21	60W	100N	18	In	125	10	6	S	RW
PONTIAC 8	16	25	11-13	11-13	5°b	26	19-23	60W	100N	20	In	125	10	6	S	RW
STUDEBAKER Champ 9G	20	22-25	16c	16c	15°b	39z	17-20	46-50W	100P	10	Bb	125	8	5½	H*	RW
STUDEBAKER Comdr 17A	20	22-25	16c	16c	15°b	31-37	17-21	80-85W	100P	13½	Bb	125	9¼	6	H*	RW
STUDEBAKER Land C 17A	20	22-25	16c	16c	15°b	31-37	17-21	80-85W	100P	13½	Bb	125	9¼	6	H*	RW
WILLYS Jeepster & Sta Wag	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	125	8½	5½	H	RW
WILLYS Jeepster & Sta Wag	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	125	8½	5½	H	RW

ABBREVIATIONS

1—16° on DeLx with [illegible] transmission
2—[illegible] on DeLx with [illegible] transmission
[illegible] Hydra-Matic Trans [illegible]
* Self-adjusting, self-centering
a—After
au—Automatic
AW—All Wheels
b—Before
Bb—Borg & Beck
c—Cold
d—Hydraulic valve lifters
D—Dual Automatic
E—Nash 35 to 37, say across 35 to 38
f—without heater. With heater add ½ qt
G—[illegible] Spot Disc
H—Hydraulic
h—Hot
In—Inland Mfg
k—Hydraulic, [illegible]
L—Long Mfg
N—Negative
O—Own
P—Positive
Ps—Propeller shaft, rear transmission
RW—Rear service wheels
S—Duo Servo
T—Borg & Beck and Auburn
[illegible] valve opens at [illegible]
W—Warm
X—Do not recommend using dwell [illegible] setting breaker point gap
z—Increase of one degree [illegible] allowed in adjusting
Z—Adjust to 27; Delco 31

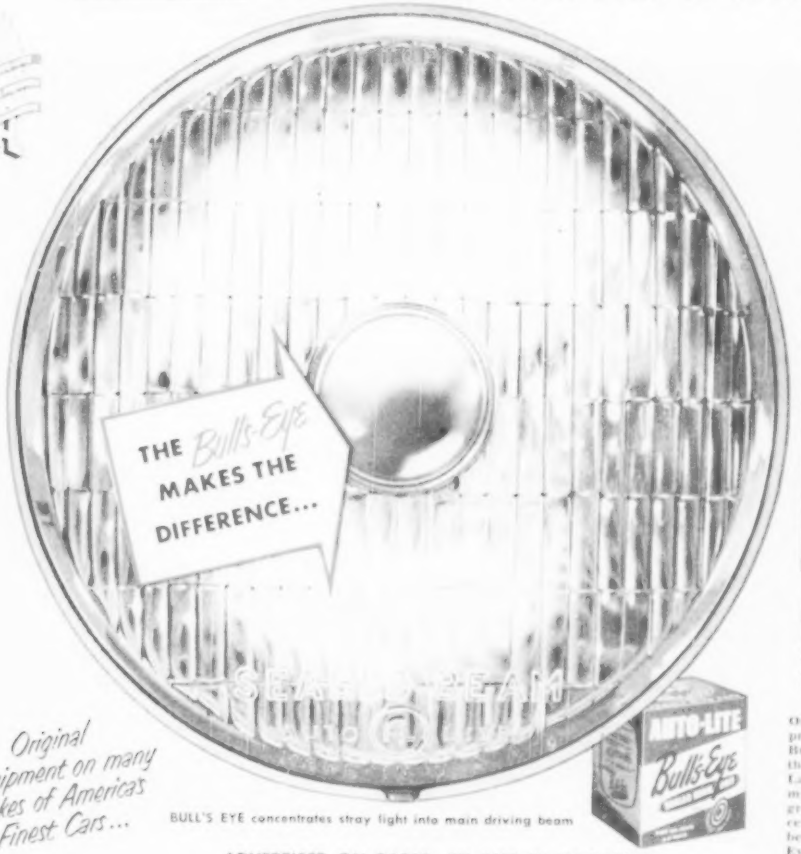
There's nothing like the "Bull's-Eye!"

NEW

AUTO-LITE Bull's-Eye

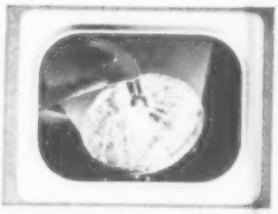
METAL BACK SEALED BEAM LAMP

Guaranteed to Burn Even When Lens Is Cracked or Broken



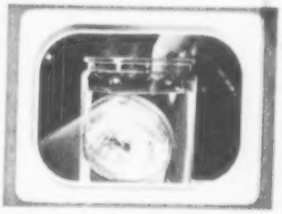
BULL'S EYE concentrates stray light into main driving beam

Original Equipment on many makes of Americas Finest Cars...



Crack Demonstration

When the Auto-Lite Bull's Eye and a widely sold competitive lamp are demonstrated by breaking the lens with a hammer — the competitive lamp burns out — the Auto-Lite Bull's Eye continues to give light.



Water Demonstration

Auto-Lite Bull's Eye burns when completely submerged — because it has been sealed under 9,000 lbs. per square inch pressure to exclude moisture and dust and maintain full candle power throughout lamp life.

Only a light made with the metal back principle used in the new Auto-Lite Bull's Eye can equal the advantages of the Auto-Lite Bull's Eye Sealed Beam Lamp. The Auto-Lite passing beam illuminates the shoulder of the road for greater safety. The new Bull's Eye concentrates stray light into main driving beam. There's nothing like the Bull's Eye for making customers and building sales.

ADVERTISED ON RADIO, TV AND IN MAGAZINES

Your customers are seeing and hearing about the Bull's Eye right on the great Auto-Lite "Sensational Series" Radio and Television. Tune in powerful Tom and Saturday Evening Post advertisements. Be ready for sales — get your supply today!

THE ELECTRIC AUTO-LITE COMPANY
Merchandising Division
Toledo 1, Ohio — Toronto, Ontario

Readers are invited to contribute to— **SHOP TALK**

A column of informal comments about the automotive trade and its problems.

A "FAMILY AFFAIR"

The convention of The Automobile Dealers Association of Alabama, Inc., was becoming "family affair" if you are to judge by the wives, the members of dealers' families plan and look forward to these meetings arranged so meticulously by Executive Vice President Frank B. Brandon.

Note in our photograph the little and amusing "tiraill" as much by probably no more than the enjoyment expressed on the faces of guests at the last convention. The other picture shows the ladies at their annual bingo party held at the Biltmore Vista Hotel at Biloxi—a hotel that has become so popular with automotive folks on Mississippi and the middle Gulf.

As you know, the wives are given preference at our conventions. Vice President Brandon tells us that last year we had almost 200 these. Likewise, children are welcome. You know an dealer's time is his stock-in-trade and that their conduct is always such that babies and children are welcome.

To prove the point, I am enclosing a picture that was made at our annual party, which was the high point of our 1949 convention program. In this picture you will note the child, the grandson of Wilson White, Chevrolet Dealer of Albany. White's grandson is Albany Boy Scout, and was [illegible] the 50th Anniversary [illegible] you get the [illegible] before the convention [illegible]

The Alabamians [illegible] were [illegible] the Biltmore Vista.

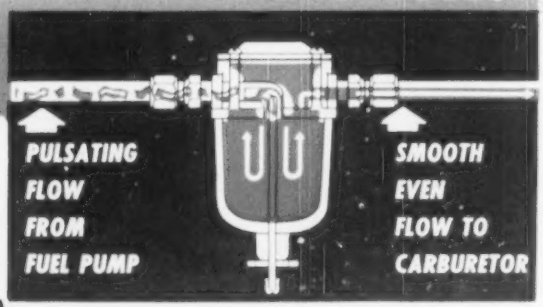
CIRCULATING JIMMIE

[illegible]

Please address any comments to: Shop Talk, Southern Automotive Journal, 300 Peachtree St., N. E., Atlanta 3, Ga.

YOUR CUSTOMERS NEED THIS...

CARBURETOR PROTECTION



AIRTEX *anti-pulsation*

FUEL FILTERS

with the SHOCK ABSORBER DIAPHRAGM

- Protects carburetor needle valve and float lever against wear
- Makes frequent carburetor adjustments unnecessary
- Reduces repeated replacement of filter element
- Gives smoother operation at idle and low speeds
- Improves cold weather starting

Manufactured and Guaranteed By the Makers of AIRTEX FUEL PUMPS With the 50,000-Mile Diaphragm

AIRTEX AUTOMOTIVE DIVISION

Get It From Your Jobber

TIE IN!

build your own
summer peak with this
potent NAPA program

Your NAPA Jobber, and nobody else, can put this kind of planned, packaged selling program into your hands. It ties you in with NAPA's big national advertising in The Post. And it gives you material to use right in your own shop, to sell your complete service and keep the jobs rolling in all summer long. Your NAPA Jobber has available the posters and mailing cards to get you the business. And he can back it up with the complete parts service you need—*quality* parts, *prompt*ly available, for cars and trucks of *all* makes and ages. In any season . . . Your NAPA Jobber Is a Good Man to Know!

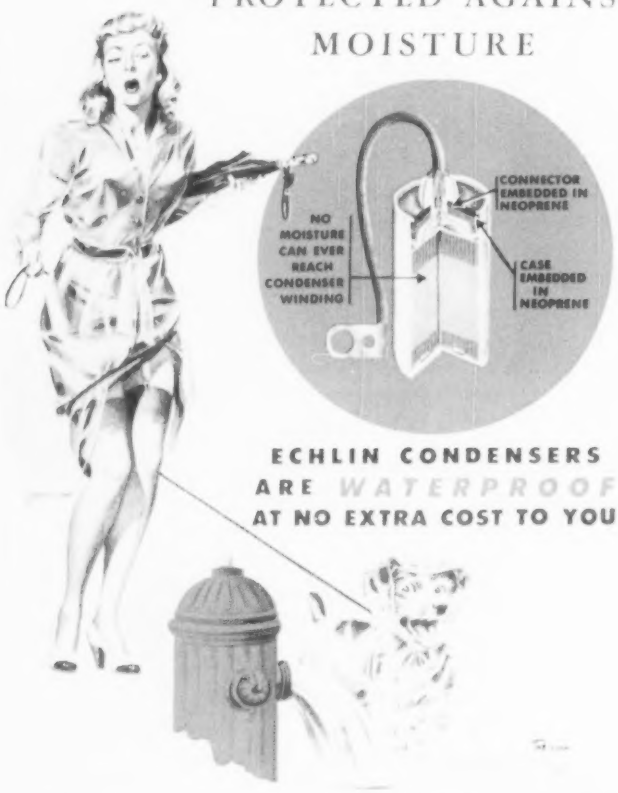
NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

N·A·P·A *is the largest Independent Parts Organization in the Industry!*

NAPA Assurance of Quality

American Brakeblok · Allied · Wisconsin · United · Monmouth · Standard · Allied · Grapho · Brown Lipe · Allied · Echlin · Detroit · Allied · A.P.C. · Zollner · Precision · MicroTest · Balkamp · Raritan · Allied · Raymond · Soundmaster · Briggs · Duckworth · Trico · Thomson · Celoron · Puritan · Dittmer · Martin-Senour · Belden · New Britain · Federal · Spicer

SOME PARTS MUST BE PROTECTED AGAINST MOISTURE



ECHLIN CONDENSERS ARE WATERPROOF AT NO EXTRA COST TO YOU

NAPA

ECHLIN Ignition

CONTACTS
COILS • CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY
225 EAST 179 STREET • NEW HAVEN 3, CONN.

Choldun OIL CHECKER, CHANGER & FLUSHER

"MODERN WAY TO CHECK AND CHANGE OIL"

Only Unit that MEASURES Oil taken from crankcase to show the Customer how much more he NEEDS.

Only Unit that can RETURN Oil to Crankcase in 30 seconds if it DOES NOT have to be changed.

Only Unit that can show how Dirty the Oil is and if it REALLY needs to be changed and flushed.

Only Unit that can sell *"Fresh"* New Oil because you have taken the *"Tired"* Old Oil out of the Car already.

Only Unit that can *Flush* Crankcase without the Car Engine running.

Only Unit that can ADD or CHANGE Oil *AT THE PUMP* and leave the Lift open for greasing and repair work.

NATIONALLY ADVERTISED PRICE — MODEL V-169 — $169.50

$ $

CABINET MODEL OIL CHANGER

1. DRAINS OIL 2. CHANGES OIL 3. FLUSHES CRANKCASE

Add "Fresh" New Oil because you have taken the "Tired" Old Oil out of the car, bus, truck or tractor. Flushes crankcase without the Car Motor running. Add or Change Oil at the Pump.

NATIONALLY ADVERTISED PRICE

$99.50

Model C-99

PORTABLE OIL CHANGER AND FLUSHER

Marine Engines, Farm Equipment, Lift Trucks, Etc.

Changes, add or transfer oil from Tractor and Lift Truck oil sumps. Removes water from gas tanks.

NATIONALLY ADVERTISED PRICE

$69.50

Model P-69

CHOLDUN MANUFACTURING CORP.
11 West 42nd Street, New York 18, N. Y.
☐ Please send me Complete Details on the Choldun Oil Changing Equipment.

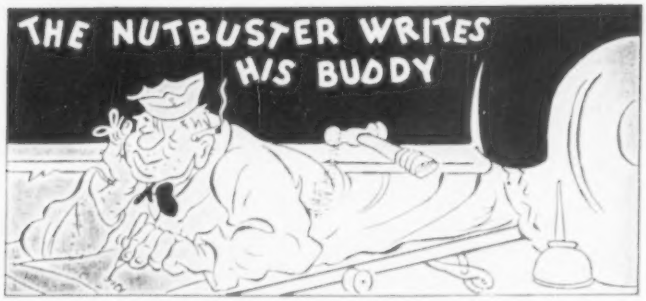
Name
Address
City State

Choldun MANUFACTURING CORP.

New Haven, Conn.

SALES OFFICE: 11 WEST 42 STREET, NEW YORK 18, N. Y.

Leading Manufacturers of *"PRESSURE PURGER"* for Purging Cooling Systems!



6 IMPERIAL AIDS TO SPEED SPRING SERVICE

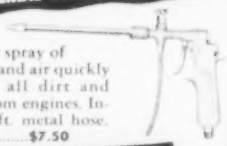
IMPERIAL "AUTO-FILL" GAS NOZZLE ATTACHMENT

Automatically signals operator when tank is full. Fits on present nozzle. No need to guess, listen or look. **No. 245-G.....$5.35**

IMPERIAL SELF-CLOSING FAUCET

Has the famous Imperial metal - to - metal seat. Holds oil, gasoline, alcohol, etc. ¾" I.P.T. Fits standard drums. **No. 261-G.....$0.87**

IMPERIAL ENGINE CLEANER



Powerful spray of kerosene and air quickly removes all dirt and grease from engines. Includes 6 ft. metal hose. **No. 37-C.....$7.50**

IMPERIAL RADIATOR FAUCET

Extra large capacity for quick filling. Brass and bronze. ¾" hose connection. **No. 291-G....$2.75**

Also No. 292-G ¼" $1.90 No. 293-G ⅜" $1.90

IMPERIAL AIR NOZZLE

Extremely handy for blowing away dirt, chips, moisture and cleaning out carburetors, gas lines, etc. **No. 47-A....$1.35**

IMPERIAL BATTERY HYDROMETERS AND FILLERS

For faster and more accurate testing. No. 515-T Battery Hydrometer has shatterproof glass jar, gives readings corrected for temperature, **$2.27. No. 561-T** Battery Filler, 6 oz. **$0.54**

Other models available.

For a complete description of Imperial Automotive Products ask for Catalog No. 124-A.

THE IMPERIAL BRASS MFG. CO.

1227 W. Harrison St., Chicago 7, Ill.

IMPERIAL

Brass Fittings • Flexible Lines • Shut-Off Valves • Strainers • Service Aids • Barrel Faucets • Tube Working Tools

GET IT FROM YOUR JOBBER

More sales...better profits...with EXIDES

Modern service station of Chick Brothers, 914 E. 79th St., Chicago, Ill.

So say Chick Brothers, owners of one of Chicago's most successful service stations: "Since we took on Exides, we sell more better grade batteries, resulting in better profits."

Chick Brothers also say, "We consider the Exide franchise the most valuable of any in our station." It's valuable because it provides everything you need to build up a profitable battery business, including...

1. Complete line of outstanding batteries.
2. Powerful national advertising.
3. Exide Sure-Start Program with time-saving tools and equipment.
4. Attention-winning point of sale displays that sell batteries.

The Exide Distributor will tell you more. Get in touch with him today.

THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia 32

Exide Industrial Batteries, Exide Batteries, Exide Tires

Four battery sales-makers...

the three Chick Brothers and an Exide Merchandiser

The Exide Merchandiser automatically sells better grade batteries in 3 simple steps: 1. Tells customer which type of battery best meets his needs. 2. Shows battery for his particular car. 3. says, "Have your new Exide installed NOW." It's equipped with the Exide "Keepalarge," a trickle charger that keeps batteries "factory fresh" ready for immediate installation. Two sizes for 9 batteries, for 6 batteries.

1888 . . . DEPENDABLE BATTERIES FOR 62 YEARS . . . 1950

For PROVED PERFORMANCE

Insist on Genuine

MICROFINISHED CRANKSHAFTS

GENUINE MICROFINISHED CRANKSHAFTS are produced only on STORM - VULCAN MICROFINISHING MACHINES . . .

and are identified by this Trademark

There is no such thing as being "just as good" as Microfinishing. Gadgets simply can't get the job done! That is why *leading* crankshaft producers refuse to accept substitutes. They want the finest quality possible in their products . . . they know it pays bigger dividends.

Insist on genuine Microfinished crankshafts and know that you get it. Look for the trademark that means "Microfinished on a Storm-Vulcan Microfinish Machine." Ask your supplier or write for list of producers for your area.

STORM VULCAN

INCORPORATED

2504 COMMERCE ST., DALLAS, TEXAS

No. 135 MICROFINISH MACHINE

■ ATTENTION CRANKSHAFT PRODUCERS!

There's more profit in Microfinishing. 5 Models of Storm-Vulcan Microfinish Machines to choose from. *Write for catalog and prices.*

Storm-Vulcan, Inc.
2504 Commerce, Dallas 1, Texas
Send me the following:
☐ How Microfinishing Prevents Bearing Failures
☐ Microfinish catalog and prices
☐ List of Microfinish suppliers for my area

Name _____

Firm _____

Address _____ City _____

Engine Governor

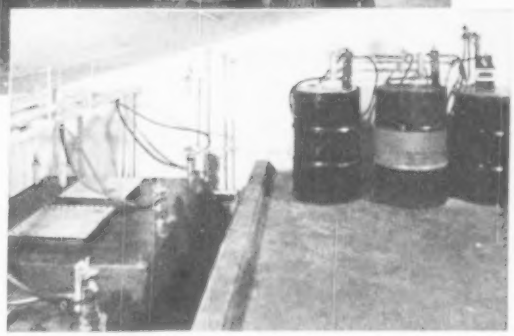
(Continued from page 82)

[illegible]

"Hidden" Chrome Helps Automobiles Today

[illegible]

Boulevard's Lincoln Equipped Lubrication Department contains three 2-post lifts and four floor type Lubrizers. The red tile floor, and blue paneled glass background, effused with special lighting, sets off the department to special advantage.



Engine and Dynaflow oils are pumped automatically by Lincoln Equipment from the 2,000 gallon steel storage tanks direct into the customer's car. The storage tanks are submerged in a concrete pit located in the oil room directly behind the panelled wall. Chassis and gear lubricants are pumped directly from original 400 lb. drums.

"LINCOLN LUBRICATING EQUIPMENT HAS ENABLED US TO INCREASE EFFICIENCY, SAVE TIME AND MATERIALS IN OUR LUBRICATING DEPARTMENT!"

E. H. MAYOTTE, Service Manager, Boulevard Buick Co., Chicago

Knowing that modern equipment results in more satisfactory work and repeat business from satisfied customers, Boulevard Buick Company, Chicago, selected Lincoln Lubricating Equipment for use in its Lubrication Department.

You, too, can increase the sales and profits from your Lubrication Department through a properly planned and equipped, modern Lincoln Department. When you increase your lubrication business, your over-all volume is also increased. The time to sell repair services is when you have the car on the rack.

Lincoln *Styl-Engineered*

LUBRICATION EQUIPMENT

For More Information on Lincoln Business Building Equipment ask your Lincoln Wholesaler or write for brochure "Styl-Engineered Lubrication Departments."

LINCOLN Equipment is GUARANTEED by over 25 years of dependable service. Well-equipped, factory-staffed service outlets are strategically located to serve every Lincoln user.

• • • PIONEER BUILDERS

LINCOLN

LUBRICATING EQUIPMENT • • •

LINCOLN ENGINEERING COMPANY

5708 Natural Bridge Avenue — St. Louis 20, Missouri

A "Feminine Touch" Helps

Continued from page 76

[illegible] and naturally I used to come in to see him when things were all caught up at home. If there was a full field needed to get all up in motion to fill the orders. I'd do it while I was there.

Then I began to catch on for himself and at some rate. He would ask me to bend him back while I was finishing them and I began to get a little good idea of how some jobs were done. When we finished off a new piece of equipment, he would be interested in it, as a child would be in a new toy. I became interested and learned how to work some of them too.

After I learned to do one job, I'd don't a learning something else. One of the funnest things I've found out how to do is a boring bar back some. That's the one everybody hates to get at and working on things until the wee hours of the a.m.

Mr. Schetine has found out a lot of government machine jobs for the shop and there seems to be no end. Time has lessened the machines in the machine shop the work we do. His helping and [illegible] make everybody happy, everyone seems happier on all.

So when office shop operators see the office and their income eyes to spend the time which gradual method of the repairs marks the should do something about it. Indeed to Mr. Schetine, they could be making a good job.

More Front-End Service

Continued from page 74

[illegible]

When I opened this business back in 1947, after my release from the Navy, I went along for a year and a half at full speeds without spending a dime for anything. Each month I saw business changed.

[illegible]

Now, I [illegible]

National PARTS CREATE MORE Repair Business for YOU!

- They Can Be Sold When A Major Repair Can't Be
- Can Be Installed Before Major Repairs Are Needed
- Fast, Easy Installations, You Can Handle More Jobs

You can multiply your PROFITS by installing National Parts & Assemblies because they create more repair business. The unique features of National Parts prevent the need for major repairs. These low cost, preventive repairs can be sold easily at the first sign of lubricant leakage, wear and vibration around the "U" joint, ball housing and ball seat.

Because National Parts & Assemblies can be installed without tearing down the differential and because they save the cost of expensive replacement parts, major repairs can be sold when they might otherwise be put off indefinitely. Quicker service made possible by National Parts & Assemblies enable you to service your customers' cars and trucks to their original, splendid operating condition at comparatively low cost.

DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Saves Tearing Down Differential to Install

Saves Boring a New Drive Shaft

•

Assembly Works Drive Shaft & Seal

•

CAN BE INSTALLED IN ONE HOUR

Part No. 401-320

Assembly fitting over shaft flush with end of housing. New steel bushing in assembly fits over the "U" joint seal with extra lubrication and "U" joint repair oil.

- Provides Tougher Bearing Surface.
- Eliminates Oil Leaks from Transmission.
- Prevents Ditches of Dirt, Abrasive Lubricant Dust to Train On Lock.
- Saves Tearing Down Differential to Install Oil Bushing on Shaft.
- Stops Excessive Vibration and Whipping in Drive Shaft caused by Loose Bushing.

NOW 6 DIFFERENT BUSHINGS TO FIT ALL MODELS for all Chevrolet Cars and Pickups, 1938 to 1949. Pontiac Cars 1935 to 1936. GMC 1934-36 Pickups and most GMC Pickups, models 1939 to 1949.

Other Parts in the National Line Include

DRIVE SHAFT HOUSING REPAIR UNIT K-400
Pat. No. 2,405,541
Saves Boring New Drive Shaft Housing. Repairs worn drive shaft housing. For Chev. Cars & Pick-Ups. Most GMC Pick-Ups.

UNIVERSAL TRANS. CASE BALL SEAT
Saves Cost of a new Trans. Case Assembly. Keeps Ball housing in line with drive shaft housing. Chev. Master 29-48 Cars, Pick-Ups. 33 Ser. Chev. 29-49 Cars & Pick-Ups. For Pick-Ups. Most GMC Pick-Ups.

UNIVERSAL JOINT BALL HOUSING KITS
Accurately machined inside and out. Stops excessive wear and vibration between drive shaft housing, ball housing and trans. case. For most Chev. Cars and Trucks. 29-49. Most GMC Pick-Ups. Pontiac 35-36.

Sold Nationally by Leading Automotive Wholesalers
Write or wire for full information

CLIP AND MAIL COUPON

Please send me Complete Information About the National Line

Name

Address

City State

NATIONAL MACHINE WORKS, INC.
AUTOMOTIVE PARTS MANUFACTURERS
P. O. BOX 4305 OKLAHOMA CITY 9, OKLA.

HUDSON DEALERS HAVE 3,000,000 Prospects!*

Get your share of this business!

There is an individual market for 3,000,000 new cars in 1950, according to the latest surveys. And better than half of these buyers are actual prospects for Hudson dealers!

To the famous Super and Custom Commodore Series Hudson has just added the sensational, new, lower-priced Pacemaker. This brings the sensations of "The New Step-Down Ride" to the lower-price field for the first time ever, and gives the Hudson dealer a market coverage of better than 50%!

Thus Hudson supplies every motor-car need, from that of the economy-minded needs that a very, very, very, very, very little dollar, for that of the buyer who will have nothing but the finest.

And more! Hudson, regardless of price, offers "The New Step-Down Ride" plus a ride like no other, unknown, classic and performance features that make Hudson the most talked about car in the industry!

Now, step up your sales and profits NOW by selling "The New Step-Down Ride" in the highest-demand market of the year. Sales are booming, and Hudson dealers have their biggest opportunity in years to work with the most exclusive, most competitive, most-wanted values in the motor field.

Do YOU want better business in the used car market? Would YOU like a business that helps you move and make more money? Then write, wire or phone Mr. E. A. T. Hudson, Sales Manager, Hudson Motor Car Company, Detroit 32, Michigan. Do it NOW. Don't wait, don't procrastinate, don't let the world get ahead of you!

Now, step up your sales with "The New Step-Down Ride" plus a ride like no other, unknown, classic and performance features that make Hudson the most talked about car in the industry!

Now, step up your sales and profits NOW by selling "The New Step-Down Ride" in the highest-demand market of the year. Sales are booming, and Hudson dealers have their biggest opportunity in years to work with the most exclusive, most competitive, most-wanted values in the motor field.

Do YOU want better business in the used car market? Would YOU like a business that helps you move and make more money? Then write, wire or phone Mr. E. A. T. Hudson, Sales Manager, Hudson Motor Car Company, Detroit 32, Michigan. Do it NOW. Don't wait, don't procrastinate, don't let the world get ahead of you!

Here's What the Buyers Find in Hudson—and Nowhere Else!

MOST ROOM! Every Hudson, regardless of price, has more room inside than any other car in its price class, because of Hudson's exclusive, streamlined construction.

BEST RIDE! Hudson's unique design gives you the highest resale value of any car. Hudson has a reputation also for giving outstanding efficiency in comfort and stability!

SAFEST! Hudson's extra-wide floor, exclusive Monobilt body and frame and protective steel, the most-in-demand safety features ever incorporated and perfected in a car of quality. And there's a Hydra-Matic drive that's exclusive! Only one is a Hudson!

HUDSON

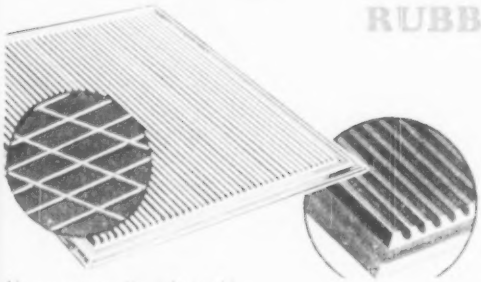
NOW . . . 3 GREAT SERIES

Lower-Priced Pacemaker • Famous Super • Custom Commodore

MONKEY GRIP AUTO

And All-Purpose

RUBBER MATS



At the left you see the square "wiping" edges of the ribs . . . the round grooves that drain off water and make cleaning easy by flexing or sweeping.

Above you see the "lay-pat" Buick that makes the mats stay in place on car, purely home or factory floor.

Monkey Grip auto and all purpose mats have what it takes to make jobs EASY and profits BIG for jobbers and their dealers! They are superior in design . . . and superior in quality, because they are made of best rubber, compounded in our own factory! These engineered sizes fit all cars. Front and back . . . and are ideal for standing mats and in homes, factories and stores.

The Original

BLUNT DIAMOND

VULCANIZING TUBE PATCH

Four-ply laminated rubber for extra strength. Orange color.

Choice of 5 Colors

- Black
- Wine Red
- Spruce Green
- Texas Tan
- Royal Blue

Sizes: 13"x20" 17"x17" 17"x20"

BETTER MONKEY GRIP CO.

PARTNERSHIP OF L. M. EVERETT & SONS

DALLAS • 3320 HARRY HINES BOULEVARD • TEXAS

Write for Catalog

PENNSYLVANIA REFINING COMPANY
GUMOUT DIVISION, Cleveland 4, Ohio

Please send free literature on how to clean carburetors in 20 minutes. Not

PENNSYLVANIA REFINING COMPANY
GUMOUT DIVISION, Cleveland 4, Ohio

General Office, Butler, Pa. Refineries at Kaiser City, Pa.
Plants at Cleveland, Ohio and Edgewater, N. J.

penn drake

. . . FOR THIS PICTURE SHOWS PROFITS

and there are more profits with

Accurate STARTER DRIVES!

HERE'S WHY —

- **REPEAT BUSINESS**
- **LOW INVENTORY COST**
- **DEPENDABLE SERVICE**

- ACCURATE Drives with the Perma-Weight gear assure your customers a 30% better and longer-lasting drive. The Perma-Seal in ACCURATE clutch type drives practically elminates undue failures due to slippage or lockup!
- Remember . . . ACCURATE has the complete drive service . . . ONE catalog, ONE exchange plan, ONE source of supply to service all vehicles and there is a warehouse supply near you for lower inventory and freight costs! Write, wire, or phone Accurate Parts, Inc., Kokomo 3, Indiana or Accurate Parts-West, Oakland 3, California.

ASK FOR Accurate . . . KNOW YOU ARE GETTING THE BEST

WAREHOUSED BY: Tripp Auto Elec. Fact. Atlanta ● H. & M. Parts Whse. Jacksonville ● D. & C. Prod. Co. Richmond ● S. & S. Sales Co. Nashville ● Kimco Auto Prod. Co. Memphis ● Lee Electric Co. Dallas ● Metro Auto Elec. Co. Amarillo ● Waco Arm. & Gen. Wks. Waco ● Howard Campbell Co. San Antonio ● Houston Parts Whse. Houston ● Unit Parts Co. Oklahoma City ● Manufacturers Parts Whse. Kansas City

HIT THE PROFIT BULLSEYE

STOCK, DISPLAY AND *SELL*

RUST MASTER PRODUCTS

Don't Bother With Gadgets

You can't miss when you sell Rust Master products. These safe, fast acting, fast moving automotive chemicals come in one compact can. You don't have to buy extra space taking gadgets or unnecessary equipment which cause you trouble and money. *One* simple, *single* can does the complete job. Rust Master products are easy to use. Just Pour — No More. They aim straight for engine trouble. Customers like their easy efficiency.

Sell the complete MASTER Line

1. **Rust Master** — Dissolves rust and scale — cleans and protects entire cooling system against new formations for one year; ideal water pump lubricant and cold weather conditioner.

2. **Six Master** — The perfect chemical pep-up and tune-up. Dissolves carbon sludge and gum, thus increasing power and pick-up. Frees sticky valves and rings, saves on battery and gas and oil consumption. An excellent crank case anti-freeze.

3. **Leak Master** — New, Improved, patented Stop Leak. Harmless to all metal or rubber. Retards rust and improves water circulation.

Stock the "Big Three" and shoot for quick sales, sure profits, better business.

SELL FASTER *with* RUST MASTER

See Your Jobber Today

NO FUSS
NO MUSS
JUST POUR
NO MORE

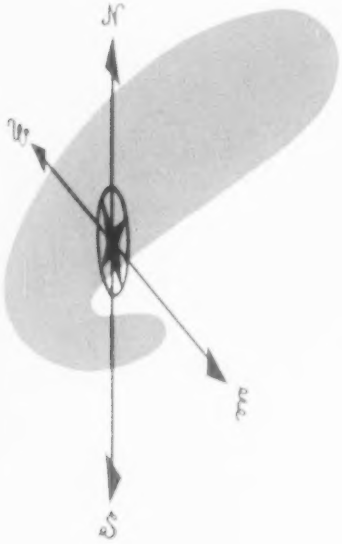
PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

There is a Stream Line Jobber Near You



Next time you visit him, ask to see his line of Stream Line Tools. Chances are that he will have a display board carrying a few of our fastest moving numbers.

Test the balance of the hammers—easy to handle for accurate work. Compare workmanship and finish with that of any line, and take home the tools you need to do better work in your shop.

If you do not know the name of your nearest jobber we will be glad to send it to you—and to send you the Stream Line Catalog showing over 100 tools, produced exclusively for the body and fender repair trade.

CONOVER, NORTH CAROLINA

DON'T DRIVE BLIND IN THE RAIN!

use ★

KLIR WILL CLEAR

It starts to rain! The dust starts the water. There can be a film of road haze on the windshield. Vision is obscured and perhaps there's danger. That's when KLIR comes in. For KLIR was formulated to clear a windshield when it rains, to provide crystal clear vision. It prevents fogging on inside windows, too. A drop from an bottle and our KLIR's attractive 4 Oz. sprinkler bottle is easily carried in the glove compartment. It is also ideal for automatic washers. For a washer jar will do the job.

KLIR is another new, rare seller from QUICKWAY laboratories. Stock KLIR. It sells easy to fill a national need. And satisfied customers mean repeated and steady profits.

Easy to follow directions are on back of each bottle.

Klir!

ATTENTION JOBBERS:

Write 3 words on your letterhead — Send KLIR Sample and we'll get full case bottle off to you on next mail.

HIRSIG

AND SEE WHERE YOU'RE GOING!

★ KLIR is sold by the gallon, quart, pint, half pint, or 4 oz. sprinkler bottle. Ask Jobber for a free sample of KLIR and experiment with it on windshield, auto glass, car paint, tanks, or glassware of every kind and description.

QUICKWAY PRODUCTS, INC.

CHARLESTON PO BOX 466 WEST VIRGINIA

TAKE THESE 2 STEPS TO MORE PROFITS!
WINDSHIELD
SEALZIT IN QUICK SELLING TUBES
...CLEAR, FLEXIBLE LIQUID GLASS SEAL
Sealzit is waterproof, permanent, dries quickly. Fills in cracks and spaces where rubber sealer has drawn away from glass. Replaces old-fashioned gum sealers.
Every automobile owner is a prospect ... packaged to suit every customer. Available in two money kits with brush and dropper. One chat tube to seal one windshield. Packaged in attractive displays to build sales.
Counter sales display that pulls in profits!
SEALZIT
KRYLON IN HANDY SPRAYER
1001 USES ON CARS AND TRUCKS...1001 PROFITS
Clear, flexible plastic in a self-contained spray can. Keeps chrome and brightwork on cars and trucks sparkling clean and weatherproof. Waterproofs ignition spark plugs, coils and wires. Seals hazard automotive Krylon plastic coating tools out moisture, dirt and corrosion. Prevents deterioration of battery terminals and cables. Just press the button and plastic coating is easily applied anywhere on the job. Dries in minutes ... lasts indefinitely. Write today for full information. Department M-2.
Krylon Car Kit contains 8 oz. bottle of plastic coating and 8 oz. bottle of Krylon Solvent and Cleaner.
AUTOMOTIVE KRYLON PLASTIC SPRAY
Protects Chrome
Waterproofs Ignition
Stops Corrosion
FOSTER & KESTER CO., INC.
2601 N. Broad St., Phila. 32, Pa.

Safety Sam Says—

IT PAYS TO BE SURE OF SAFETY!

USE ONLY DELCO BRAKE FLUIDS!

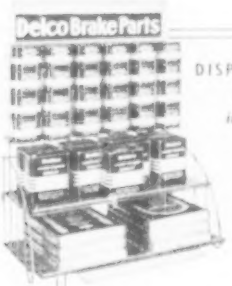
All brake fluids are *not* alike! All brake fluids are *not* equally good!

It's important to *know* that the brake fluid you sell measures up in every way to SAE safety specifications. It's important to be sure your customers get all the safety you can provide for them.

That's why you should always refill the brake system with Delco brake fluid. Your customers will gladly pay a few cents more when you explain that Delco assures them of extra safety.

Make sure they understand Delco Super 9 for moderate duty and Delco Super 11 for heavy duty meet the highest standards of quality . . . *exceed* the SAE safety specifications.

You are the expert your customers depend on. Be sure they know they are getting an extra margin of safety.



DISPLAY THESE FAST MOVING BRAKE REPAIR KITS

in one DELCO display stand!

Here in one attention-getting display stand are master and wheel cylinder repair kits for all General Motors cars. Here are the kits for Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac—nearly half the cars on the road today. Each kit contains all the parts needed for a specific job—original equipment parts exactly the same as those used on new General Motors cars.

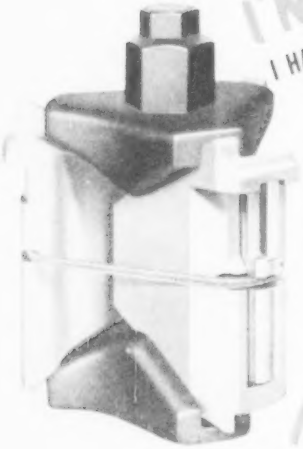
UNITED SERVICE MOTORS

DELCO BRAKE—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Delco

SUPER 9 AND SUPER 11 BRAKE FLUID • DECLENE • BRAKE PARTS
STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT

MORAINE PRODUCTS DIVISION OF **GENERAL MOTORS**



I'M SHARP!

I HAVE A LONG LIFE CARBIDE CUTTER

I'M TOUGH!

I CUT MOST STEEL SLEEVES

I'M FAST!

I REMOVE CYLINDER RIDGE WITH ONLY A FEW TURNS

I'M ACCURATE!

I HAVE SELF CENTERING JAWS

AMMCO

NEW AMMCO **model 2100**

RIDGE REAMER

Range 2 9/16" to 4 3/4"

. . . . . *only* $8.75

AMMCO TOOLS, INC.

2110 COMMONWEALTH AVENUE, NORTH CHICAGO, ILLINOIS

No imitator delivers the goods like this:

ONE GALLON CLEANS 300 TIRES!

Again and again Jarrett's Wite-Wall proves itself the nation's finest tire cleaner!

There is only one Jarrett's WITE-WALL—the white sidewall tire cleaner that slashes costs to *less than one cent per tire!*

Fast? WITE-WALL cleans as fast as you can brush it on. And it's WITE-WALL that does that snow-bright cleaning, not the elbow grease or the brush.

Effective? Try it! Put Jarrett's WITE-WALL to the test against any elbow-grease cleaner on the market. Its exclusive gelatinous formula penetrates scuffs & stains instantly, turns dirty tires brilliant white fast as a finger snap.

AND HERE'S the PROOF

The makers of Jarrett's WITE-WALL have factual evidence to prove claims of effectiveness and economy. Letters from car owners, dealers and jobbers from coast to coast are on file for all to see . . . everything that Jarrett's WITE-WALL is the finest white sidewall tire cleaner.

The tire in the untouched photo above was not scrubbed or whitened for the cameraman. Jarrett's WITE-WALL cleaned it instantly, as no imitator's product can do.

Jarrett's WITE-WALL is unconditionally guaranteed to satisfy and to *deliver the goods* on every advertised claim. It's profitable to use, profitable to sell. Comes in standard gallon cans, plus convenient quart and pint jars, too.

YOUR JOBBER HAS WITE-WALL

Order today! Put Jarrett's WITE-WALL to the test. You'll join the thousands who *know* that WITE-WALL is the nation's *finest, fastest, most economical.*

free

6 *brass bristle* **brushes**

with every 5 gallon can of *Jarrett's Wite-Wall*

•

UNCONDITIONALLY GUARANTEED BY THE MANUFACTURER

Complete satisfaction or double your money back

a guarantee certificate on every can

CECIL H. JARRETT COMPANY, INC.

Manufacturer & Distributor of Chemicals & Supplies, Newton, N. C.

Performance PAYS OFF!

NEW Performance Tag
shows the Time To Change refills . . .
ups refill sales . . . ups service fees . . .
convinces customers of the extra performance they get from Champ refills!

MONEY MAKER DISPLAY

BANNER

EXPANDED LINE

NEW Money Maker—Champ's counter-window merchandiser has attractive sign that sells refills, plus service! Makes sales faster because it has a complete refill cross reference chart.

NEW Banner—Colorful, eye-appealing . . . for wall or window . . . promotes "Time To Change" at point of sale!

NEW Expanded Advertising—More ads in the POST, plus trade magazines promote "Time To Change" Program. Watch for new consumer booklet, too!

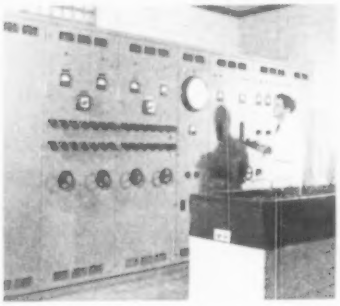
NEW Expanded Line—Creates more sales of filters and refills to late model cars, tractors, trucks, and buses.

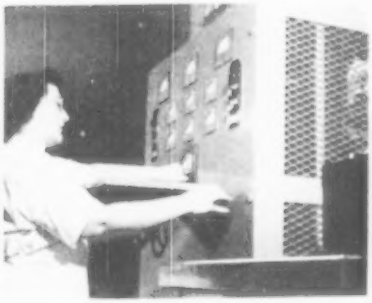
Cars perform better with CHAMP Filters . . . performance that pays off for you!

= WIRE, WRITE, PHONE FOR DETAILS NOW =

CHAMPION LABORATORIES, INC.
Meriden, Conn., U.S.A.

CONTACT YOUR JOBBER TO-DAY





Quality Control insures

- ★ FULL CAPACITY
- ★ LONG LIFE
- ★ DEPENDABILITY

At every stage in manufacture — from raw materials to finished product — Thor Batteries are subjected to the most rigid laboratory control of quality. Each material is tested regularly to be sure that it uniformly meets our strict standards. Daily inspection of finished parts is a continuous check on accuracy in production. Completed batteries from each day's production are given exhaustive electrical tests, cold starting tests and vibration tests. This complete quality control of Thor production in one of the finest laboratories in the industry is your assurance of full capacity, long life and dependable performance of every Thor Battery you sell. Write for complete information on this quality line.

PRICE BATTERY CORPORATION

Hamburg, Pa. — Atlanta, Ga. — Boston (Medford), Mass.

HIRSIG

LEAK-PROOF

REG. U. S. PAT. OFF.

1 ARE ACID RESISTING

In test after test in which McQuay-Norris engineers duplicated the acids formed in a motor, LEAK-PROOF Piston Rings proved their worth. LEAK-PROOF consistently resisted the acid attack. In a motor acid means wear.

3 INCREASE NATURAL WEAR LIFE 33⅓%

Because of the modern design, workmanship and exclusive features no other rings offer, LEAK-PROOF Piston Rings increase natural wear life 33⅓%. This has been proved by many, many tests with all types of motors, pistons and rings.

2 ARE SCUFF PROOFED

Under constant check, LEAK-PROOF Piston Rings show resistance to scuffing during break-in period. Rings seat and quickly form a perfect seal. Because the rings are scuff proofed, piston is not affected and the assembly operates efficiently.

4 ARE ALTINIZED

This is an exclusive process created by McQuay-Norris whereby a special tin alloy is electrically deposited on the surface of the rings. Altinizing reduces scuffing, absorbs more oil, resists friction, provides quick sealing and increases natural wear life 33⅓%.

TIME TESTED
McQUAY NORRIS
AUTO PARTS

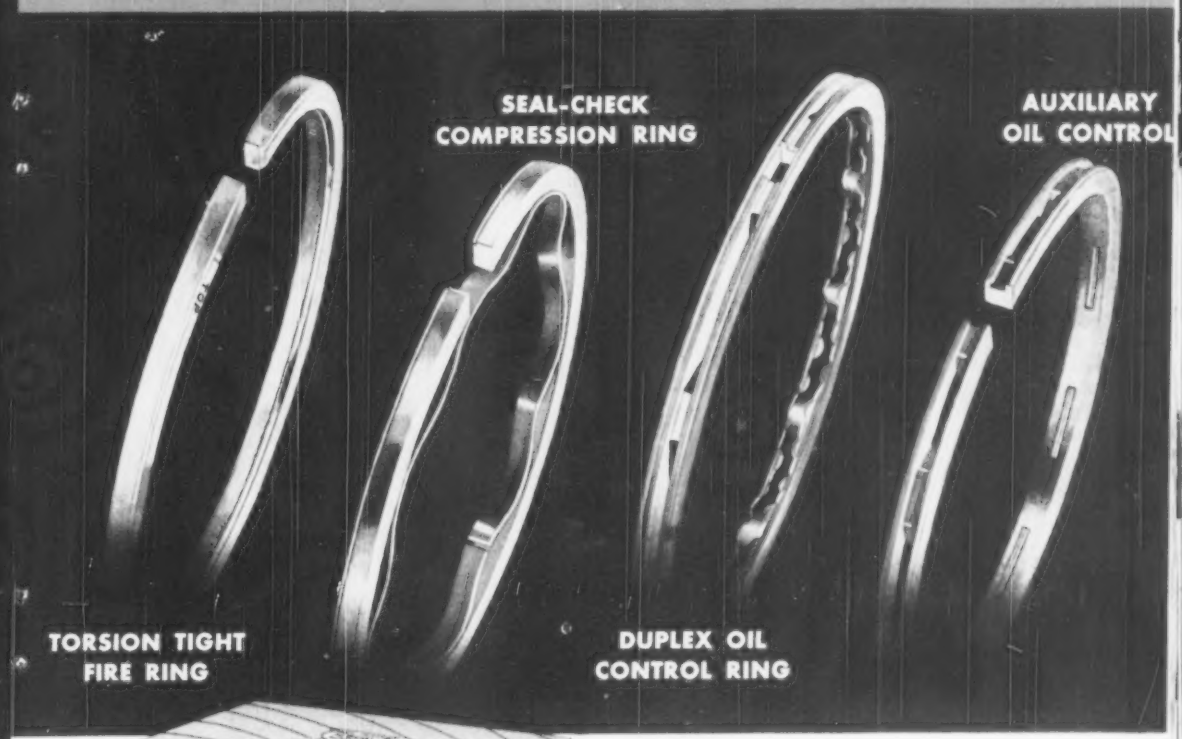
INCREASE YOUR PROFITS BY SATISFYING YOUR CUSTOMERS

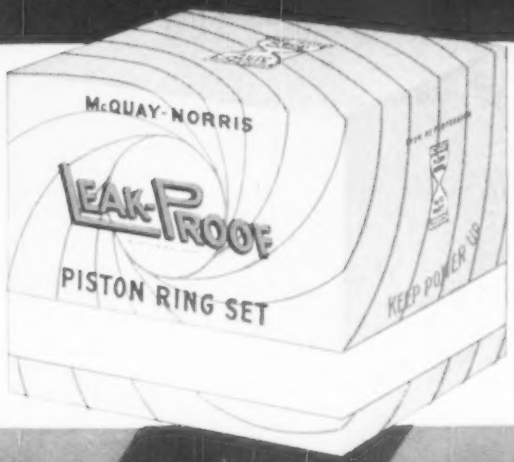
GET IT FROM YOUR JOBBER

To make more money install more LEAK-PROOF Piston Rings. You'll have less trouble, less comebacks. But above all, you'll have a satisfied customer who knows he got his money's worth from the start.

A PRODUCT OF McQUAY-NORRIS

PISTON RINGS





NO FINER SET OF PISTON RINGS

Better performance and longer wear are the two things you and your customers demand. Be sure you get both every time. Be sure you install LEAK-PROOF Piston Rings.

MANUFACTURING CO., ST. LOUIS 10, MO.

DISPLAY . . . SUGGEST AND SELL . . .

TRANSPARENT

VISION-VISOR

AMERICA'S FOREMOST VISOR

FULL TRANSPARENCY, good looks, extra safety PLUS popular price make VISION-VISOR sales easy! One model fits most cars and trucks...puts you in the quick turnover, big profit business.

3 FAST SELLERS IN 3 POPULAR PRICE RANGES

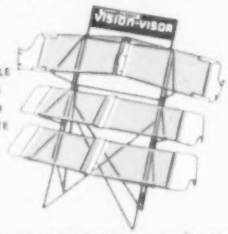
- Genuine DuPont Lucite
- Diffuses bright lights
- Eliminates glare
- Cuts driving fatigue
- Harmonizes with every body style
- Stays put . . . needs no adjustment
- No painting, no peeling, no cracking
- No special installation tools needed

ONE INSTALLATION SELLS ANOTHER . . . *GET STARTED NOW!*

ATTRACTIVE DISPLAY STAND

SELLS FOR YOU THE YEAR 'ROUND

Holds 3 visors — emphasizes smart airflow design and superior qualities



AVAILABLE IN GREEN BLUE AND RED LUCITE

ORDER FROM YOUR JOBBER or write direct to

The VISION-VISOR Corporation of America

831 S. Wabash Ave., Chicago 5, Ill. • In Canada: CANADIAN VISION-VISOR CO., Rodney, Ontario

ANDREWS MANUFACTURING CO.
ANDREWS Electrical and Ignition Parts—Fittings, Cables, Wiring Assemblies, Spool—in Wire—Spark Plug Wires

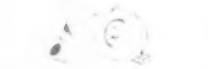
ARROW ARMATURES CO.
ARROW Armatures—Generators—Starters—Field Coils

TRIPLEX CORP. OF AMERICA
TRIPLEX Alloy Pistons
Cast Iron Pistons

DETROIT ALUMINUM & BRASS CORPORATION
MICHIGAN Engine Bearings

MANLEY VALVE CORPORATION
MANLEY Alloy Intake and Exhaust Valves

WICKWIRE SPENCER STEEL CO.
WICKWIRE Clutch Springs—Valve Springs—Starter Springs—Hose Clamps—Machine Wire—Chain—Engine Links



LINMAR DIVISION
AUTOMATIC STEEL PRODUCTS, INC.
LINMAR Water Pumps

FISHER PRODUCTS COMPANY
FISHER Carburetors—Fuel Distributors—Clutch Pressure Assemblies

FEARING COMPANY OF AMERICA
FEA Clutch Pilots—Bearings—Radial Ball Bearings—Wheel Bearings

MOTOR PARTS

Dealer and Repair Shops are assured of finest quality, better fit and greater value in this group of motor parts produced by famous manufacturers.

Go to the jobber who features the lines shown here — they are all leaders in their field, backed by manufacturers with facilities to produce the best the market affords. They are represented in the South by the Hirsig organization.

Other leading lines of automotive merchandise represented by Hirsig are: ANCO Mirror Blades — AUSCO Jacks — B & B Heaters — CAMEL Patches — CASCO Products — CLEVELAND Tire Chains — DURO Tools — ELECTROLINE Lights FRAM Filters — GEARY HERSHEY Front End Parts — HUFFMAN Measures — KIMBLE Glass — MITY MIDGET Sanders — RUST MASTER — SUPAR Tire Pumps Brackets — SUPERSTAT Thermostats — SUPERIOR Shock Absorbers — THERMO Anti Freeze — THOR Batteries — TYSON Bearings.

Hirsig men, located in 17 cities throughout the South, help jobbers deliver the best possible service to the automotive dealers of the South.

LAWRENCE M. HIRSIG & CO. Jacksonville 2, Florida

Complete Service Set-Up

(Continued from page 82)

tion. Converting a charging starter wasn't going to solve the problem. Opersall tried to discourage the customer.

But the customer continued: "You seem to know what you're talking about. I'm sick of Sears and the rest. I've already spent more and needed that get-it-done."

"That's the trouble, mechanics don't sell in order to eat. The customer is king—dollars at the moment." They don't like it. I've found they can face the truth and respect you for it," Opersall said.

Opersall went on to say that every job of this nature was over a knocker. When you farm out jobs, you don't know the attitude of the mechanic in the other shop doing the work. He may figure that as long as the job will hold together—at being an old car—it's good enough.

"But the responsibility falls back on my lap," said Opersall. "A satisfied customer may recommend you to a close friend or a relative; a knocker will tell a thousand about your lousy work. That's human nature."

Opersall has tried various types of advertising. He found radio the best for him. But when the diffusion method fine the rate was going to be almost doubled, he discontinued it. Now he is using direct mail pieces, illustrated blotters sent by his truck and monthly to business and professional men in the immediate neighborhood. He reports a about one per cent.

"The best thing I've found," he said, "is a grateful promise part such as 'thank you' that I mail each customer after completion of job. I have lots of comments on this. It seems to give the customer the idea that he is not come to come back for an adjustment of one is necessary. This prevents knockers from exploiting their grief when it suits the most home.

"It's human to err and all mechanics are human. If the customer has a complaint and doesn't return to register it, I'm convinced it's our job because the customer failed to impress on him that he is welcome to do so.

"The best test for good is the drive-in the automotive section. A big percentage of our old customers are now driving new cars. And they are not so bad because we are sound. They are because they are now satisfied to service.

"Don't tell me that if we were competent and capable of keeping his old car rolling—an aligned tires—the guy is in some instances—the cars. He drives they could depend on to keep them new car or not to consider."

"Let the customer know you are interested in them and you'll never lose them. Impress them. Keep them therefore. And when the slip comes in, you can be well compensated in the shop job. You have to make it possible for them to patronize you and do their work in smaller of dry when. One job leads another and another and then you have a permanent customer."

AutoLite Advances Cappi

Electrical Equipment Division of The Electric Auto-Lite Co. has been announced by Roy G. Martin president. Based in New York, Mr. Cappi joined the Sales Staff in 1946 as a truck. Martin was general sales manager of the Motor Meter Division and Electrical Equipment Division of The Electric Auto-Lite Co.

MARVEL MYSTERY OIL!

The *big* job MARVEL does for your customers makes *big* profits for you at tune-up time. Add MARVEL to lubricating oil and gasoline, too . . . it's the famous Springtime tonic for engines!

MARVEL spreads its tough, curtain film over critical engine parts . . . even in sizzling top cylinder zones. MARVEL's sensational heat-resisting armor shields valves, pistons and cylinder walls from needless friction and wear. The fineness of oil grain produced by this superior Additive cuts oil drag resistance and insures vital lubricant flow throughout the engine.

Give your customers the benefits of a fast, smooth MARVEL changeover . . . you'll multiply your grease pit profits on every oil change this Spring.

SELL MARVEL NOW!

Get refined fast, typical, real, in refined power and protection for your truck and tractor. Change changeover to Spring action. Order from your jobber TODAY.

EMEROL MANUFACTURING COMPANY, Inc.
242 W. 69th ST., NEW YORK 23, N. Y.

KEEPS CHEVROLET and BUICK MOTORS

QUIET AS A Kitten

LIST PRICE
CHEV. $2.75
BUICK $3.25

STOPS CLICKING NOISE . . . Provides Constant Lubrication

VAL-VIN-HED Silencer is the ONE item every Chevrolet and Buick owner *needs* and will have installed just as soon as he hears of the important function it performs in a valve-in-head motor. The new Silencer does three important jobs. FIRST, it keeps overhead valves and rocker arms "as quiet as a kitten". SECOND, it provides constant overhead lubrication which reduces friction and wear. THIRD, it affords protection against moisture condensation in valve cover. VAL-VIN-HED Silencer comes individually packaged, in cartons of 12, with effective advertising material which literally MAKES SALES FOR YOU. Order from your jobber today. If he cannot supply you, write us direct.

JOE L. ESTES CO. Winder Ga.

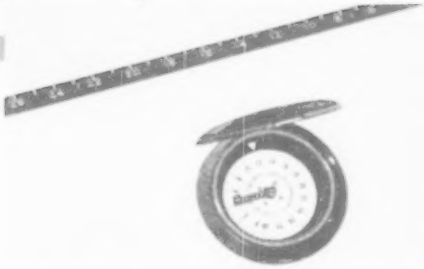
EASY TO SELL . . PROFITABLE TO HANDLE

Car-Buying Trend for 1950 Is to Lower-Priced Models

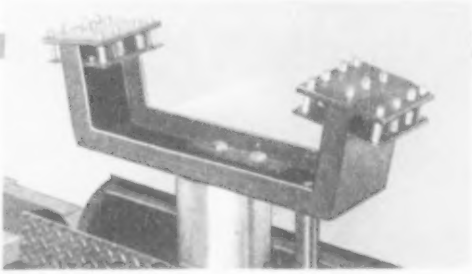
Commercial Credit Issues Installment Sales Resume

Vaughan to Manage Sales Engineering for Gould

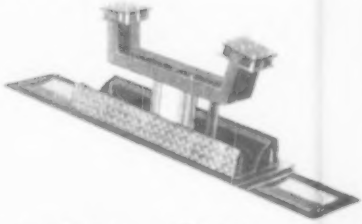
Only U.S. GIVES YOU THESE FEATURES

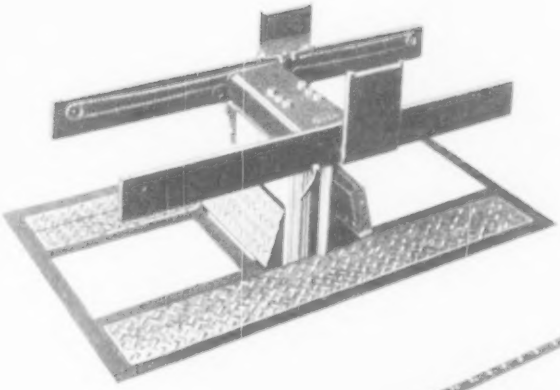


A Simple Twist Of The Dial Sets Rear Axle Supports For Any Wheel Base Car.



New U. S. Safety Saddle Holds Car Securely In Any Position





U.S.

FULL HYDRAULIC

2 POST LIFT

DOORS OPEN AND CLOSE AUTOMATICALLY — EASY TO INSTALL — FLUSH FLOOR INSTALLATION

Write for full Information and Literature

THE COMPLETE SERVICE EQUIPMENT LINE

THE UNITED STATES AIR COMPRESSOR COMPANY

5300 HARVARD AVENUE • CLEVELAND 5, OHIO

AIR COMPRESSORS • HYDRAULIC LIFTS • LUBRICATING EQUIPMENT • PNEUMATIC ACCESSORIES

Mercury Plant Begins Two-Shift Output

The Lincoln Mercury [illegible] plant at Mcintosh, N. J. [illegible] according, 1950 Mercury on a two-shift basis late last month. This marks the first time [illegible] at Ford Motor Co.'s main passenger car assembly plants has gone on a double shift basis in more than a decade, according to S. W. Orlando, operations manager.

Production increases at the Mercury plant will benefit dealers in all [illegible] of the country, [illegible] a force [illegible] to the plant, Orlando said.

With Mcintosh operations [illegible] pick up, it will be home to more than [illegible] from Ford's [illegible] "[illegible]," he said. Production of these plants will go to dealers nearer them.

The increase will virtually double the normal output of Mcintosh, Orlando said. Under the maximum [illegible] when a complete force [illegible] since January 12, 1950, an average of 147 cars are assembled. The two-shift schedule will raise the plant's output to 300 units a week.

The present [illegible] is approximately 1,000 hourly-rated employees will be increased to 2,[illegible] with the extra [illegible] to be placed on the payroll at Mcintosh.

Production of Mercury cars at plants in Detroit, St. Louis and Los Angeles will continue on an overtime basis until Mcintosh reaches a [illegible] based on [illegible], Orlando said.

Dog's Travel Guide For 1950 Issued

The 1950 edition of "Dogs on the Move" has been put out by Dave Miller, director of the Lassie Dog Research Center, Inc., announced.

The booklet lists hotels and motor courts throughout the United States which are pet-friendly. The edition contains 1,[illegible] individual listings, [illegible] hotels, motels, state and municipal [illegible] and [illegible] Notes on special conditions under which some of the establishments accept dogs are included in the booklet.

Copies may be obtained from the Lassie Dog Research Center, 250 Park Ave., New York 17, N. Y. There is a charge of [illegible] cents for one copy and [illegible] cents for [illegible].

2,300 Attend Danville Anniversary Meeting

More than 2,300 [illegible] with the anniversary [illegible] in southern Virginia [illegible]. The [illegible] were sponsored by Auto Specialty Co. of Danville and South Boston, Va., Campbell Auto Parts Co. of Martinsville, Va., who [illegible] the company entertainment.

Also [illegible] addresses by A. A. Fox, Gordon and H. E. Mike Allen, [illegible] of Auto Specialty Co. The [illegible] were [illegible] by the [illegible] company [illegible] a [illegible] show that [illegible] Glass.

A number of [illegible] including a [illegible] were at [illegible] and the [illegible] Martinsville to Danville for the [illegible].

SAFE · STURDY · VERSATILE · CONVENIENT · ECONOMICAL

AUTOMATIC
PORTABLE · PNEUMATIC
ONE-END LIFT

The Car is Locked Steel on Steel at Any of SIX Working Heights
20" 27" 33" 39" 45" 50"

Pays for Itself in 6 Months

One hour of labor saved per day will pay for it in six months after that it is clear profit

The Automatic One-End Lift is a sure money-maker for the car dealer, independent garage and service station. It saves time and effort on many service and repair applications . . . ideal where full size Lifts cannot be installed or as an auxiliary Lift . . . rolls back into a corner when not in use . . . occupies only about 2' x 6½' space.

Its use permits you to handle more jobs in less time at more profit

Scores of Tasks Made Easy

Body and Fender Work
Underseating
Wheel Jobs
Crankshaft Grinding
Under car Repairs
Car Washing
Shock Absorber Work
Front Steer
Motor Cleaning
Refinishing
Muffler and Tail Pipe Work
Painting

Requires only about 2' x 6½' space. Roll into corner when not in use. Operates from nearest air hose. Low air consumption

ASK YOUR JOBBER TODAY ABOUT AN AUTOMATIC ONE-END LIFT WRITE FOR BULLETIN 601.

AUTOMATIC STEEL PRODUCTS INC. CANTON 6 · OHIO

POSITION WANTED

Young man 21, graduate Georgia Tech, Industrial Engineering, now completing first year of Harvard Business School wishes to obtain operations employment with view of making permanent connection after completion of courses in June 1951. Particulars obtained in marketing and distribution. Write W. B. CLARK, Class D-21, Harvard Business School, Soldiers Field, Boston 3, Mass.

2 NEW CASCO VISORS

with BIG SALES FOR YOU!

You double your chances to make fast sales with these two new Casco Visors. Beautiful body-blending styling, ultra-smart finishes, rich Chrome brackets and distinctive center panels keep them right on top in consumer demand!

ONE MODEL FITS 90% OF ALL CARS

IT'S EASIER TO SELL THE "ORIGINAL"

CASCO POP-OUT LIGHTER

Standard equipment in 9 out of 10 cars. Beautifully Chrome plated. Fits on Cowl-wide dashboard walls.

POP-OUT UNIT ONLY
L-33
$1.50
Fair Traded

VIS-O-LITE LIGHTER
The only lighter made with illuminated well.
No. L-31 List Price Ea. $2.75 Fair Traded

ILLUMINATED WELL ASSEMBLY ONLY
No. L-34 List Price Ea. $1.25 Fair Traded

REPLACEMENT HEATING ELEMENT:
No. L-32 List Price Ea. $1.00 Fair Traded

MODELS V-15 and V-1 fit all 1946-50 cars with curved windshield (dealers except 1947-50 Studebakers and 1948-50 Hudson).

MODELS V-16 and V-2 fit Studebakers with windshield square in 1939-40 Fords.

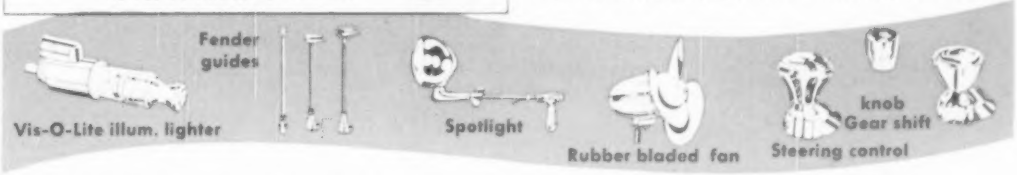
MODELS V-17 and V-3 fit all 1946-50 cars with one-piece windshield without dealers except 1948-50 Hudson and 1947-50 Studebakers.

VKA-5425 Bracket provides Roof Mounting Center Support.

VKA-5425 ROOF MOUNTING BRACKET For use with MODELS V-15 & V-16 and V-1 & V-2 to provide for installation on late Fordor sedans with curved windshields without dealers. 60¢ list each.

CASCO CASCO PRODUCTS CORPORATION BRIDGEPORT 5, CONNECTICUT

FOR NEW AND UNUSUAL AUTOMOTIVE ACCESSORIES, WATCH CASCO



Southeast Repr. LAWRENCE M. HIRSIG & CO.
201 Hildebrandt Bldg. Jacksonville 2, Fla.

Southwest Repr. HIRSIG FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg. Dallas, Texas

EVERY CAR OWNER WANTS... "New car" quietness

● Every time you replace a noisy, wasteful, winter-worn muffler with a Walker "Individually Tuned" Silencer, you can be sure your customer will enjoy maximum quietness and comfort.

The Silencer you put on his car is "Individually Tuned" — *specifically engineered* — for his own make and model of car and his alone. Its design assures effective control of exhaust noise within the back pressure limits established for his own particular engine. "Individual Tuning" means all the power without the noise. Only through such detailed engineering can "*New car*" *quietness* be assured.

Tie in with Walker's great spring and summer sales boosting program. Listen for muffler business on your driveway. Look for it every time you have a car on your lift. Get into the muffler money — by selling the muffler that assures "*New car*" *quietness* . . . by installing the muffler that fits in every detail — Walker "Individually Tuned" Silencers.

SOUND ANALYZER

Elaborate, Walker-developed instruments separate each part of the exhaust sound so it may be studied and effectively controlled. Exhaust noise keeps no secrets from Walker engineers.

DYNAMOMETER AND COMPARATOR

This special equipment, developed by Walker engineers, makes it possible to design each Walker Silencer for maximum noise reduction within the back pressure limits of the engine on which it is installed.

WALKER MANUFACTURING COMPANY OF WISCONSIN • RACINE, WISCONSIN

BE SURE THEY ALL GET IT! . . . REPLACE THE NOISY WINTER-WORN MUFFLERS WITH

WALKER

*INDIVIDUALLY TUNED

EXHAUST SILENCERS

. . . ALL THE POWER WITHOUT THE NOISE

CHASSIS DYNAMOMETER

Built exclusively for Walker, the only one of its kind in the world, this revolutionary new equipment is used to prove Walker Silencer performance right on the vehicle under actual load conditions.

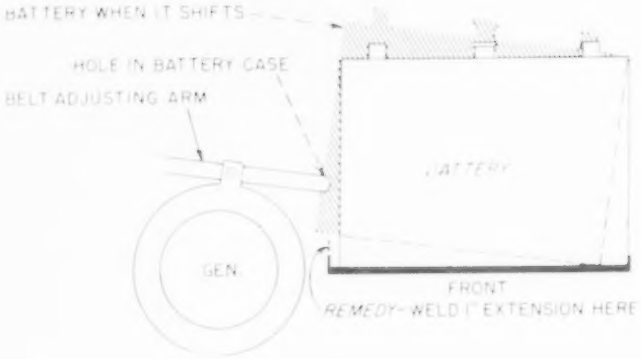
GET IT FROM YOUR JOBBER

***I.T. DOES MAKE THE DIFFERENCE!**

WALKER SILENCERS • JACKS • ELECTRIC LIFTS • OIL FILTERS

GOT A GOOD IDEA?

$5 will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



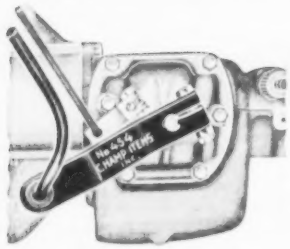
Holding Down Batteries On Kaiser-Frazer Cars

I have found a good many batteries ruined on 1947-48 Kaiser-Frazer cars because the battery on them tends to move over the side of the car and toward the generator and the generator and fan vibrating, too, touched a hole in the battery case as a result.

Welding a one-inch strip of light iron on the generator side of the car prevents this. H. Hutchinson, Jonesboro; Stockton Bergstrom, Modesto; Arch Jones, J. N. Dixon service, Compton; H. Campbell, Tyler.

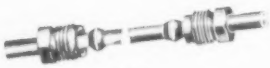
TIME SAVERS MONEY MAKERS

for AUTO REPAIRS by CHAMP-ITEMS



453-454

460



464

600

No. 453 & No. 454 MECHANICAL GEAR ASSEMBLIES. No. 453 for 1939 Chevrolet and No. 454 for 1940-48 Chevrolet cars — simple replacement assemblies giving positive, easy and desirable mechanical gear shifting. Each assembly is complete change-over kit — easily installed in 20 minutes. List **$3.00** each. (Will not fit convertible models.)

No. 460 EXTRA LONG GEAR SHIFT LEVER EXTENSION HANDLE, for Chevrolet cars. Provides easier gear shifting due to greater leverage. Made of attractive polished aluminum. 4" overall length. List **$.75** each. Also available on a self-seller display card, 12 to a card, No. 460-C.

No. 463 COPPER FUEL LINE ASSEMBLY for carburetor, for all Ford, Lincoln and Mercury cars. A high quality copper tubing feed line from carburetor to fuel pump, 14¾" long. Furnished complete with brass fittings. List **$.65** each.

No. 600 STUD ASSORTMENT. Ideal for manifold — transmission — motor repairs. For all cars, trucks and tractors. 126 studs — 21 different sizes. Metal box with easy-to-find specification list mounted in lid of box. List **$.15** per stud.

RE-CONDITIONED CHAMP-ITEMS SHORT CUTS

ORDER FROM YOUR JOBBER

CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.

Adjusting Hydraulic Lifts on Lincoln

[illegible]

[illegible]

[illegible]

When Using Adjustable Crescent Wrench

[illegible]

[illegible]

Repairing Twin Horns Which Blow Weakly

[illegible]

Stopping Water Leaks Around Ford Vents

[illegible]

[illegible] Louisville, Kentucky.

Improving Wiper Action In the Recent Fords

[illegible]

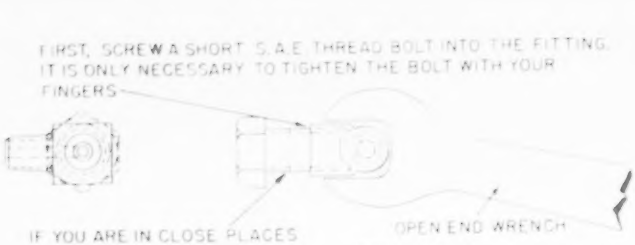
[illegible]

Removing Shift Balls From Transmission

[illegible]

Place this against ball in transmission and lock with mouth from office end of tube. The ball can be lifted out easily. *N. J. Johnson, West End Garage, Jackson, Mississippi.*

When Removing Internal Flare Tubing Fittings



The drawing shows the way I have found practical to remove internal flare tubing fittings. The automobile industry uses these fittings for oil lines, gasoline lines and vacuum connections. They are used on almost every make in some place. Although some of them never need to be taken out, I think it would help mechanics to try this method when they have to remove one. It saves much the fitting, if means finding a place which has them in stock and sometimes it is hard to find the size you want. *Frank LaGrange, 4770 Wesley Avenue, St. Louis 10, Missouri.*

When Stopping Breaks In Truck Bodies

Due to the extra wide bodies and tandem on trucks, they sometimes break so cold at points of stress. Weld it, wait cool, and the point will be burned off.

Drill a hole 1/8 inch or smaller at the outer end of the break to split. This keeps it from spreading out. Do this. *Solon Lanier, West End Garage, Jackson, Mississippi.*

Replacing the Water Hose On Chrysler Products

When removing the water hose on all Chrysler built cars, clean the hose coming from the radiator. Use a small screwdriver to pry the gasket. Then [illegible] the gasket. [illegible] *Lester Miller, Rose Service Station, Hyattsville, Maryland.*

Installing Generator On Cars or Trucks

When [illegible] the generator [illegible] *H. D. Jennings, 112 East 2nd Street, Owensboro, Kentucky.*

STOP THAT LEAK!

—anywhere in the cooling system

- SWIFT
- SURE
- SAFE

BY THE MAKERS OF:
Warner Radiator Cleaner —to thoroughly clean the cooling system
Warner Cooling System Protector —to prevent rust and corrosion

NATIONALLY ADVERTISED PRODUCTS

Warner Cooling System Compounds

Warner
A FAMOUS NAME IN AUTOMOBILE HISTORY

WARNER-PATTERSON COMPANY
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

Installing Generator On the Ford V-8

When installing a generator on the late model Ford V-8's, which have the fan and generator on separate brackets, it is important to get the square spacer square in the fan bracket and get in place.

Remove the fan belt from crankshaft pulley. Then lift fan up enough to hold spacer in position. Draw up the two studs to hold fan in place. Then raise generator to right height and tighten the one nut.

Let fan slip enough to replace belt. Raise to right height and tighten.—*Wesselton J. Cunningham, Box 327, Marshall, Missouri.*

Installing the Clutch On Plymouth Cars

When installing the clutch on Plymouths unbolt rear universal joints, leave the front joint together and slide transmission and drive shaft back together. Stop before pilot shaft comes out of ball bearing. This will hold the end for you. No lifting of transmission is necessary, as you can do it by yourself.—*Thomas Brake Garage, Lawrenceburg, Tenn.*

Replacing Oil Seal On Timing Case

When replacing the timing case oil seal, I have found that if you use an old crankshaft bolt the seal can be drive inserted. The seals diameter and the bolt diameter are the same so on the crankshaft.

The correct time to replace the seal is when it starts to separate and allow the oil to drip from the case. Failure to do so results in the loss of lubricant and consequently serious damage.

All you do is shut the motor off, remove the fan and then place the bolt in it. Tighten the screw.—*Raymond L. Bulwer, Jr., Rose Supply Inc., Bloomsburg, Mississippi.*

Repairing Socket On Wiper Drive

On cars having 3/8 and 1/2 inch wiper drive shafts such as Ford, Mercury and Lincoln, I have found the easy method of repairing worn sockets and bad dampers.

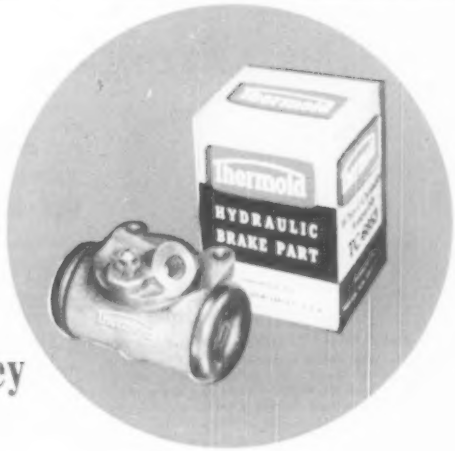
Remove the wiper motor and drive shaft and hold in vise. Place the ball [illegible] and [illegible] in place. Then [illegible] the nut with a 10 [illegible] and [illegible]. After getting proper bends to allow at clearance, I use one piece of wire through housing enough to bind with hammer to hold and use.—*Charles T. Lane, Minute Man Garage, Mobile, Ala.*

Testing for Inaccurate Temperature Gauges

Many times a customer comes in with a complaint about the engine overheating and it is hard to determine whether the trouble is an inaccurate gauge or actual overheating. In the absence of an accurate thermometer, use a 1948 Ford temperature gauge of the screw-in bulb type for testing these gauges in your shop.

The bulb of this type gauge may be easily inserted into the cylinder [illegible] to obtain a constant reading of the actual temperature of the vehicle being tested. Then this can be compared with the dash unit reading and if the gauge is wrong it will be exposed.

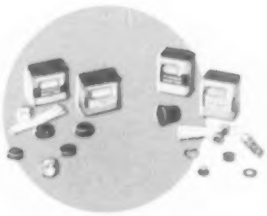
It doesn't then you know there is an actual case of overheating. We keep one of these temperature gauges in the shop tool cabinet for natural use at all times and it has saved us from running a vehicle into trouble several times.—*D. W. McGill, service manager, Mobile Motor Company, Dothan, Alabama.*



Made To Make Money For You

Thermoid Hydraulic Brake Parts carry one of the most famous names in the automotive replacement industry. Each of the hundreds of parts which make up the complete line is made to the latest engineering specifications. The complete Thermoid Hydraulic Line includes master and wheel cylinder assemblies as well as master and wheel cylinder repair kits, hose and switches.

Thermoid Hydraulic Brake Fluid operates at peak efficiency under all weather and temperature conditions. Mixes well, harmless to metal and rubber and meets or exceeds SAE specifications.



Thermoid

Brake Linings • Fan Belts • Radiator Hose • Automatic Brake Performed Fluid • Car Mats • Clutch Facings • Thermoid Pressure Process Equipment

Thermoid Company • Trenton, New Jersey

New PRODUCTS AND CATALOGS

300—Interliner

[illegible]

301—Bench Grinder

[illegible]

YOU ARE GUARANTEED PROFIT!

With This Amazing *New* Machine

NEW Model 50 PETERSON SURFACE GRINDER

Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat flywheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

DUST PROBLEM SOLVED—Exclusive "Cyclone" dust collector, supplemented by a triple fibre glass filter unit banishes dust problem usually encountered in grinding operations.

OTHER FEATURES: (1) No set-up needed. (2) Any man in your shop can operate. (3) VIBRA MOTIVE action permits fast, accurate cut with level stone.

BIG DEMAND • NEW FIELD

Model "T" Days Are Over

Lightweight, high compression engines demand this new head grinding service. Natural wear and tear shows 8 out of 10 cylinder heads are warped. Put a Peterson grinder in your shop. If you act now as will put you in a new field that is wide open with no competition.

Over a Thousand Satisfied Users Purchase PETERSON Surface Grinder ON 30 DAY TRIAL

MONEY-BACK GUARANTEE

ALL MAKING MONEY

Average Take — $18.00 an Hour

Follow the example of these smart jobbers who are reaping big profits with this new grinder purchased on the Peterson Money-Making Guarantee. "Use our tested merchandising plan for 30 days. If you do not make money, return the grinder for full refund. We pay the freight both ways."

Profitable in towns as small as 5,000 pop. There is one case of four machines in one town of 15,000 population, all making good money.

PROFITS PAY FOR GRINDER IN 60 DAYS

Five Man Shop Proves Value of Peterson Grinder

Joe Brown

Joe Brown, owner of Brown Motor Rebuilding Service, Chicago, has hundreds of satisfied users. Joe's shop is one of the most profitable operations in my shop. Everything we machine on this [illegible] Peterson machine has proved satisfactory. He now makes $[illegible] per day from this machine alone.

Geo. C. Peterson President

Proof? "MY FILES ARE OPEN"

[illegible]

ACT NOW

Call, Wire or Write for Full Details TODAY

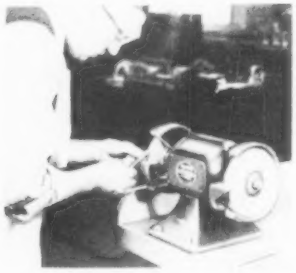
PETERSON WELDING LABORATORIES, INC.
1423 Virginia Dept. S-2 Kansas City, Missouri

Please send me complete information about the Peterson Surface Grinder and name of owner near me. (Please check one below.)

☐ [illegible] ☐ [illegible]

NAME ..... STORE .....

ADDRESS ..... CITY ..... STATE .....



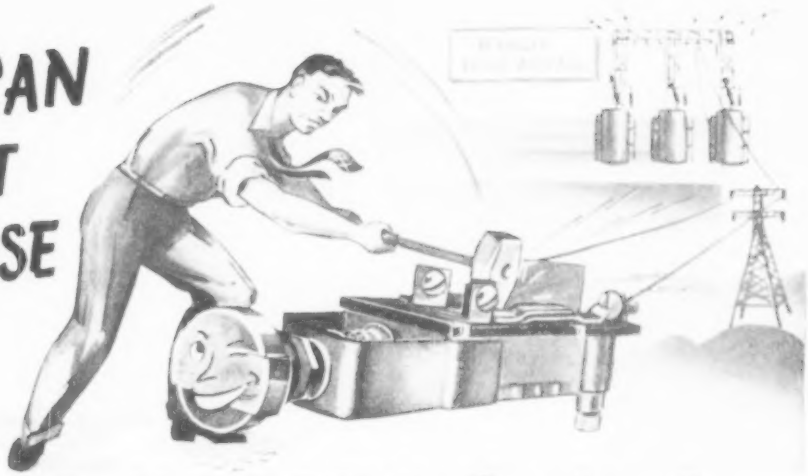
302—Clutch Unit

[illegible]

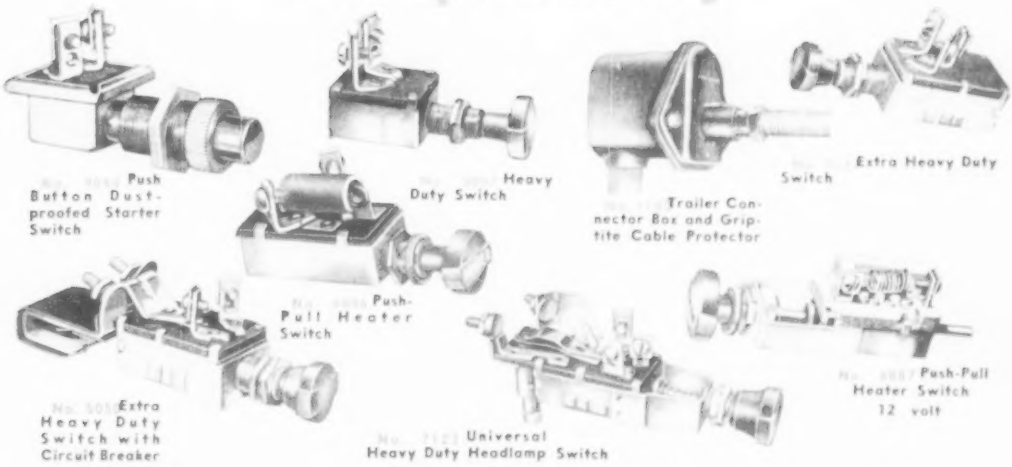
303—Hollow Punch

[illegible]

YOU CAN BEAT & ABUSE



..COLE-HERSEE Switches but you can't beat them for Quality & Ruggedness, Performance & Dependability



COLE-HERSEE CO.
20 Old Colony Ave., Boston 27, Mass.

Manufacturers of

Headlamp Switches · Panel Switches · Plugs & Sockets · Door Switches · Starter Switches · Trailer Connectors · Push-Pull Switches · Pilot Lights · Heater Switches · Toggle Switches · Foglight Switches · Fuse Blocks

304—Crankshaft Polisher

The MacO Mfg. portable crankshaft polisher, featuring a self-cleaning, semi-steel band rubber block plates, has been introduced by Lehm Mfg. Manufacturing Co., 2847 Hennepin Ave., Minneapolis 5, Minn.

This device enables the operator to remove grooves, marks and chrome from immaterially rough ground crankshafts. It's manufacturer states, it and also assures longer bearing life. The machine is operated by a 3 horsepower motor with finger tip control on the switch and on the swing lever of the pulley.

305—Hand Torch

A hand torch which uses a dispensing aid of Prestone fluid to eliminate spotting, staining and pungency is now available from Movement Automotive Products Inc., 1100 S. Ashland Ave., Chicago 8, Ill.

The fluid is a compound of hydrocarbon, which is self pressurizing and self separating, a company announcement states. The container sets into the torch so that when valve is opened the fluid can be lighted with a match. Flame reflects its maximum heat of more than 2,200 degrees in 30 to 60 seconds, the manufacturer said.

306—Generator Deal

A generator [illegible] mounting of Ford generators and as universals is now available from Arrow Armature Co., Inc.,

N. R. 12 Gribling Road, Boston 34, Mass.

Deal No. [illegible] is in a cleanout to sell to the mounted-type-to-equip 55-[illegible] end of the [illegible] the [illegible] a [illegible] list.

307—Steam-Spray Painter

Specifications: SP-[illegible] an allegedly [illegible] model [illegible] the operating point with [illegible] method of compression are the [illegible] announced by Hypressure Engineering Co., [illegible] St., W. [illegible], Mich.

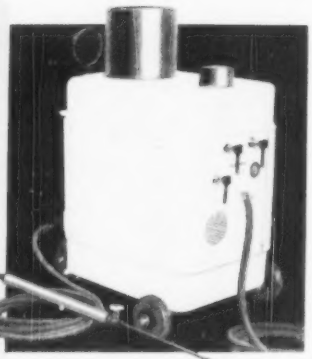
[illegible]

[illegible] Cleaning [illegible] through the [illegible] equipment for cleaning and [illegible] and paint on [illegible] The manufacturer claimed. The SP-[illegible] [illegible] superheat or with thermostatic control and [illegible] feed gauge [illegible] [illegible] a portable [illegible] [illegible]

More New Products on page 138

MAKE 3 WAY PROFITS... Starting NOW!

with COMBINATION SERVICE MASTER HYPRESSURE Jenny and STEAM THORO-PURGE



1. CLEANING COOLING SYSTEMS with Steam Thoro-Purge

right now, when three of every four cars on the road need radiator and motor block reverse-flushing, Thoro-Purge does it *fast* — *thoroughly* — without mess or bother — brings *new customers* in — makes you EXTRA MONEY.

2. DOING AUTO CLEANING JOBS with Hypressure Jenny

Cash in on dozens of EXTRA-PROFIT SERVICES such as cleaning motors — chassis — springs — grille work — preparing cars for undercoating. Hypressure Jenny does 'em fast and thoroughly — builds your business — BOOSTS YOUR INCOME.

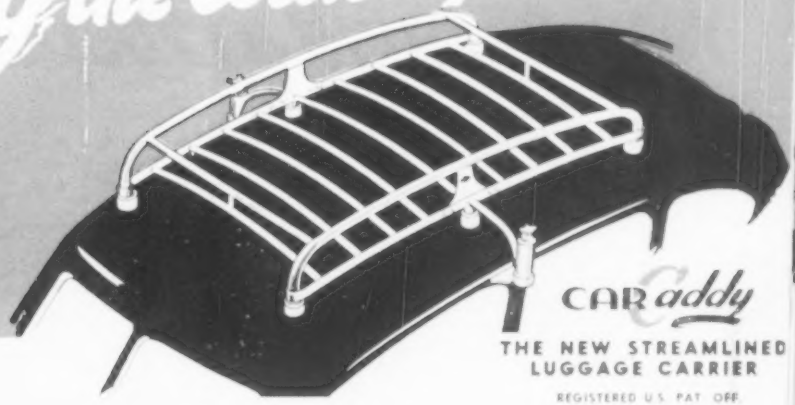
3. SPEEDING REPAIR JOBS

Cleaning first with Hypressure Jenny saves up to 40% of your mechanics' time on repair jobs. Hypressure Jenny also saves time, labor, and money cleaning tools, bits, pits, floors, walls, driveways, windows, etc., 10 times faster than by hand labor — Adds to your PROFIT.

GET THE FULL STORY. New Booklet "1001 WAYS TO EXTRA PROFITS" sent FREE. Write for it today—NOW!

HYPRESSURE JENNY DIVISION
HOMESTEAD VALVE MANUFACTURING CO.
"Serving Since 1892"
P. O. BOX 99 CORAOPOLIS, PENNSYLVANIA

Setting the country on FIRE

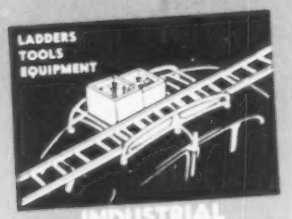


CAR caddy

THE NEW STREAMLINED LUGGAGE CARRIER

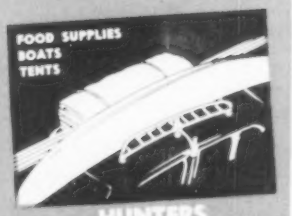
REGISTERED U.S. PAT. OFF.

LUGGAGE



INDUSTRIAL

SPORTS



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Inquiries Invited

BLAZING ONE OF THE GREATEST TRAILS IN MODERN AUTOMOTIVE HISTORY!!

The All-Around Utility of the CAR CADDY for Town-Country.. Business or Pleasure is Unexcelled.. the Natural Beauty of Its Streamlined Design Is A Welcome Addition to the Appearance of Any Car.

LOOK AT THESE FEATURES

Prime Tubular Steel • Rubber Contact Points
No Bolting Down • No Holes to Drill
On or Off in a Jiffy • No Tools Needed
Baked Aluminum or Chrome Finish
Individually Boxed • Easily Shipped.
Collapsible for Convenient Storage.

FITS ALL CARS

CAR caddy CORP

37-17 22nd STREET, LONG ISLAND CITY
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SOUTHERN REPRESENTATIVES

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ATLANTA, GEORGIA

NIX & BLACK tell in

How to Build a Prosperous Alin

Men who own and use Bear Equipment write our best ads! This is a typical story of the way a successful business can be built with a small investment to start. Here's the way Paul Nix and T. H. Black tell it:

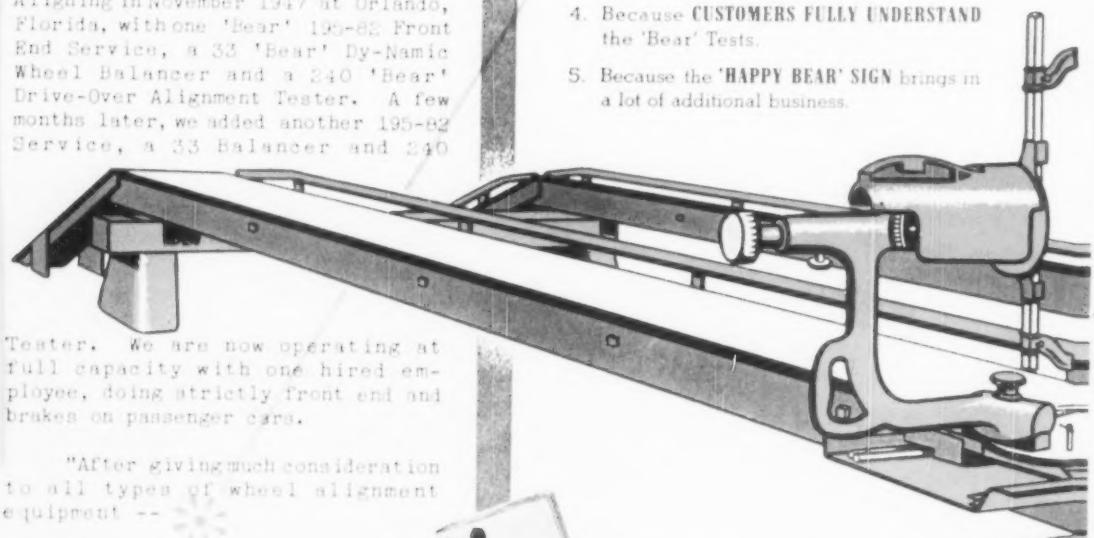
"We opened Nix & Black Wheel Aligning in November 1947 at Orlando, Florida, with one 'Bear' 195-82 Front End Service, a 33 'Bear' Dy-Namic Wheel Balancer and a 240 'Bear' Drive-Over Alignment Tester. A few months later, we added another 195-82 Service, a 33 Balancer and 240 Tester. We are now operating at full capacity with one hired employee, doing strictly front end and brakes on passenger cars.

"After giving much consideration to all types of wheel alignment equipment --

"Even during the slow season in Florida, our business continues growing. Right now we are operating at full capacity, doing all of the business our units will handle and the size of our building permits. We feel that our continued success is due to the type of work we turn out, to our location and to the 'Bear' Equipment we use!"

we settled on "BEAR"

1. Because of 'Bear's' **CUSTOMER APPEAL**
2. Because it is the **ONLY NATIONALLY KNOWN** Wheel Alinement on the market.
3. Because 'Bear' **EQUIPMENT DOES EVERYTHING** that it's supposed to do.
4. Because **CUSTOMERS FULLY UNDERSTAND** the 'Bear' Tests.
5. Because the **'HAPPY BEAR' SIGN** brings in a lot of additional business.

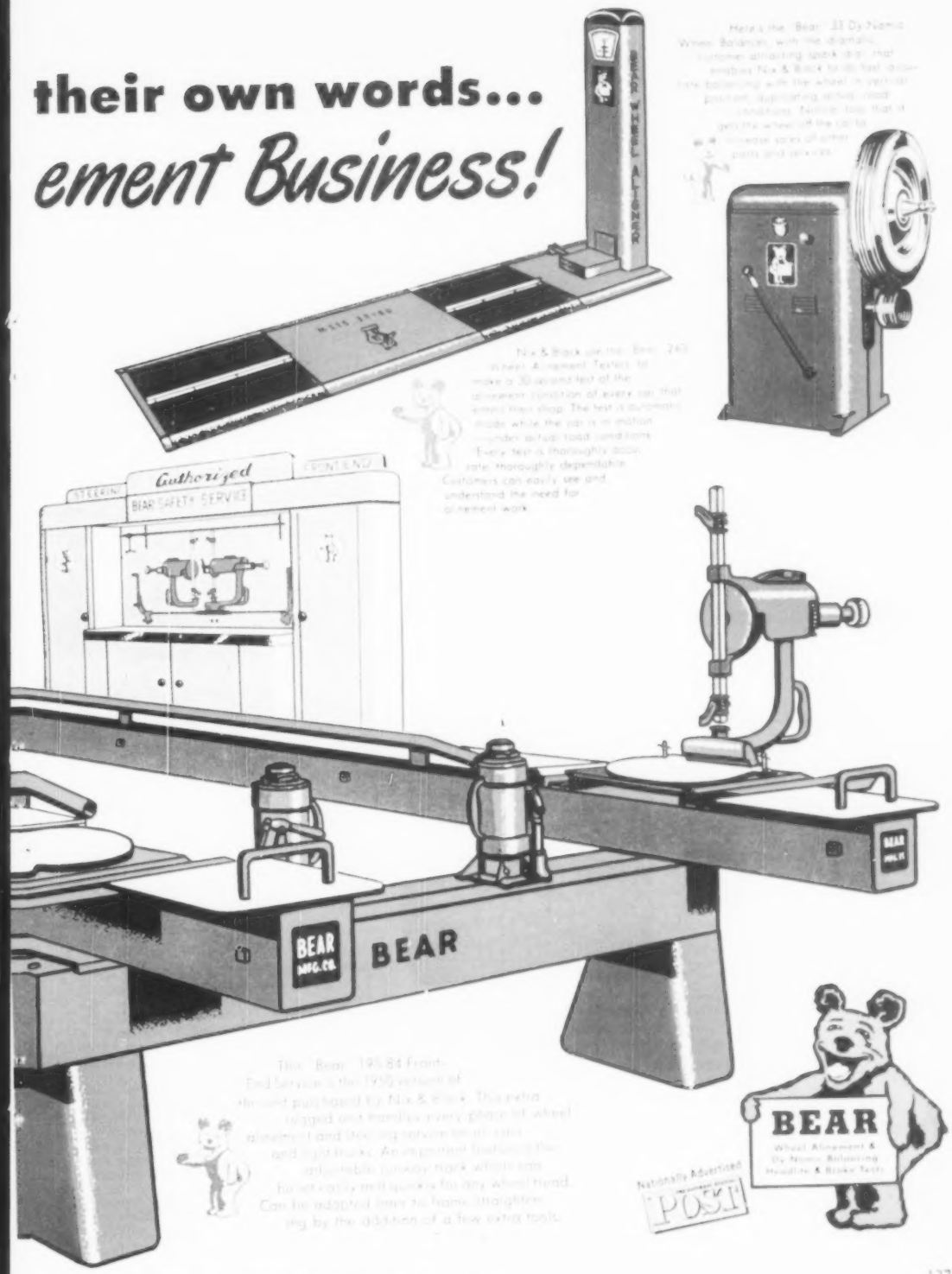


TO HELP YOU GET STARTED ON YOUR OWN PROFIT-MAKING ALINEMENT BUSINESS . . .

"Bear" offers this new free Catalog containing complete descriptions of "Bear" Safety Service Equipment for all shops, large or small. Your local "Bear" Jobber will help you plan your department and assist you in the selection of the equipment you need. Call him TODAY and ask for your copy of the new "Bear" Catalog or write:

BEAR MANUFACTURING CO., Dept. S-1 Rock Island, Illinois

BEAR *SAFETY SERVICE*


their own words...
ement Business!
Here's the Bear 33 Dy-Namic Wheel Balancer, with the dynamic, customer attracting quick dial, that enables Nix & Black to do fast dollar-like balancing with the wheel in vertical position, duplicating actual road conditions. Bonus: Now that it gets the wheel off the car to eliminate some of other parts and services.
Nix & Black use the Bear 240 Wheel Alignment Tester to make a 30-second test of the alignment condition of every car that enters their shop. The test is dynamic made while the car is in motion under actual road conditions. Every test is thoroughly accurate, thoroughly dependable. Customers can easily see and understand the need for alignment work.
Authorized
STEERING
FRONT END
BEAR SAFETY SERVICE
BEAR MFG. CO.
BEAR
This Bear 195-B4 Front-End Service is the 1950 version of the unit purchased by Nix & Black. This robot is used and handles every phase of wheel alignment and bearing service on cars and light trucks. An important feature is the adjustable canopy hoist which can be set easily and quickly for any wheel trend. Can be adapted later to frame straightening by the addition of a few extra tools.
Nationally Advertised
POST
BEAR
Wheel Alignment & Dy-Namic Balancing Headline & Brake Tests

More New Products

(Continued from page 134)

308—Greasing Outfit

Two models of portable greasing outfits, designed for one-man one-hand operation, have been placed on the market by the Alemite Division of Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

Model "185-A", called the "Dri-O-Lube", is equipped with a Dri-O-Motor which weighs 2 lbs. and reportedly operates up to 55 hourings. Model "185-B", the "Dri-O-Pistol", has a gun with 3 oz. capacity. Loading pumps for the two models are mounted in road dust covers which fit the top of standard 5-gal. or 35-lb. lubricant buckets or pails.

309—Anti-Static Fluid

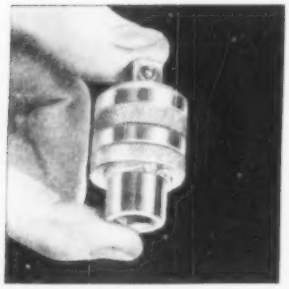
A fluid which can be sprayed on pantomable seat covers, door handles, rugs and mirrors to reduce shocks caused by static electricity is now being produced by Metric Chemical Co., 1852 E. 87th St., Chicago 15, Ill.

It is sprayed or sponged on and allowed to dry. In addition to reducing the unpleasant shocks to motorists, the fluid reduces the dust and dirt attraction of static affected seat covers and keeps them clean and attractive longer. The material is now added in the amount cited.

310—Ratchet Adapter

A ¾-in. drive Ratch-A-Dapter, featuring a simple ring shift for converting to right or left drive, has been placed on the market by the Herbrand Division of The Bingham-Herbrand Corp., Fremont, Ohio, it was announced last month by the manufacturer.

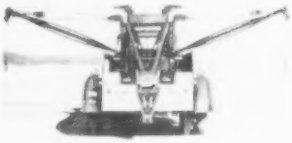
The 18-in. tool, illustrated, makes a ratchet extension when attached to 7-in. drive. Unusually this handle is extension handle. It is sealed to keep out dirt and has 20 teeth for positive grip on different positions.



311—Wrecker

A wrecker designed for all types of road service on both passenger cars and trucks has been introduced by Lionel Holmes Co., Chattanooga, Tenn.

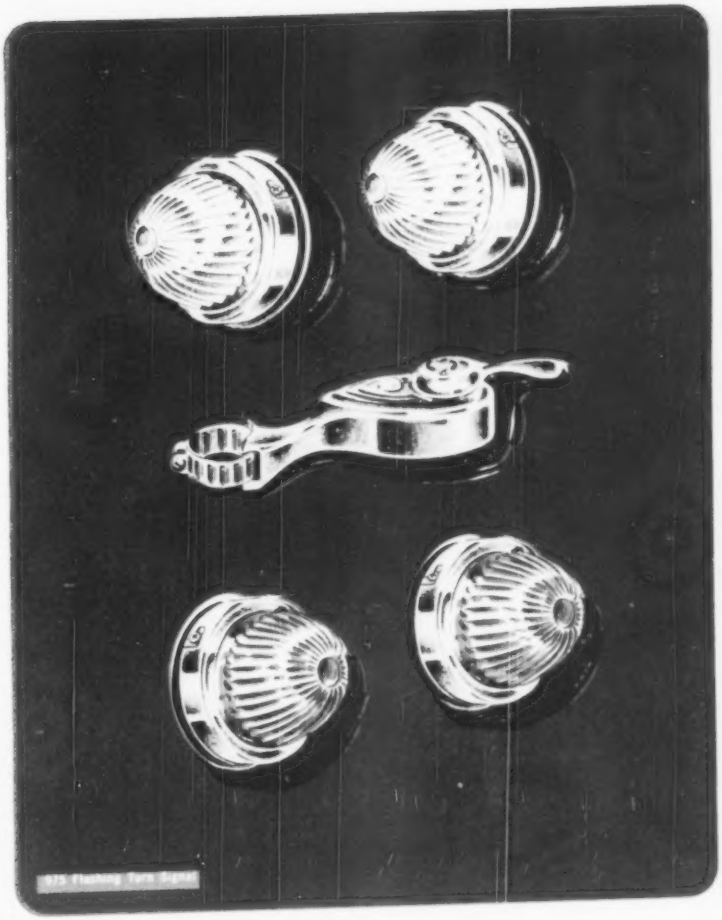
Model "23" can be mounted on 1½- to three-ton trucks and has a rated lifting capacity of 23 tons and a pulling capacity of 12 tons. The illustration shows the boom in position for [illegible]. A manual drive 10-minimum winch operates with self-locking worm gears to hold the load and non-rod controls are other features. Sheave frame has a diameter of 20" and are fitted for 7/16" cable. The company announced [illegible].



312—Lubricant Seal

A gasket and lip seal for universal joints, drives, has been developed by Accurate Parts, Inc., Kokomo, Ind.

[illegible]



Show your customer the *extra features* that come with Yankee turn signals, back-up lights and side-view mirrors, and see how much faster you close the sale. For instance, here's how Yankee's No. 975 Flashing Turn Signal stacks up:

More beautiful! Only 2⅞" in diameter, signals mount flush even on slightly curved surfaces; cannot be distinguished from original equipment. Solid brass rims, blue-white chrome plated.

More practical! Installations sealed clam-tight against water seepage and dust by moulded rubber gasket. No danger of cracking the lens when screws are tightened, because of Yankee's side-slot mounting. 2½" lenses easily replaced—no lens stock problems.

More for the money! Yankee's No. 975 is the lowest priced *quality* turn signal on the market today.

More dependable! Switch is burn-out proof; guaranteed for the life of the car. Tested for 225,000 full-load cycles, equal to 20 years of daily city driving.

Complete set consists of 2 white lamps, 2 red lamps, switch, flasher, wire, hardware and wiring instructions. Beautiful, practical "Try it yourself" display furnished free of charge (except for mounted merchandise, a complete set including hardware and wire).

Order a supply of Yankee 975's from your jobber today. Stock up on these other Yankee best sellers too: No. 469N round and No. 569N oblong non-glare Side-Vue® mirrors. Clamp-on style. Heavily chrome plated. For mounting on straight and curved surfaces.

For our latest catalog, drop postcard to: SAJ50
YANKEE METAL PRODUCTS CORP., NORWALK, CONN.

YANKEE

YOUR COMPLETE ACCESSORY LINE

313—Extension Adapter

An extension adapter for all-purpose lubricants, featuring a controlled pressure-release vent, has been placed on the market by Lincoln Engineering Co., 5708 Natural Bridge Avenue, St. Louis 20, Mo.

The vent on Model 5856, factory set to vent at 700 psi, permits lubrication of

points which require low pressure, such as universal joints, water pumps and rear-wheel bearings. The adapter may be attached to standard hydraulic couplers without difficulty.

314—Rolling Truck Doors

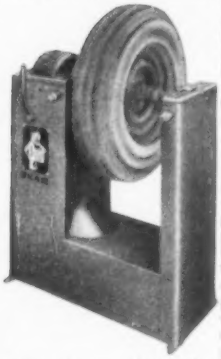
A rolling door for truck bodies has been developed by Nannini, Ltd., Cumberland Ave., Park Royal, London, N. W. 10, England, and will soon be marketed in the United States.

The door was designed to reduce danger to operator and vehicle of conventional hinged doors which open outwards into the street, the manufacturer said. The door is a rolling shutter of hinged aluminum slats arranged vertically. They slide horizontally on runners into an opening between the inner and outer panelling on both sides of the truck body.

The door is said to be weatherproof, easily operated and suitable for signs and advertising display.

315—Heavy-Duty Balancer

Its No. 330 heavy-duty wheel balancer, designed to check static and dynamic unbalance of complete wheel assemblies or component parts, including brake drums, has been announced by Reco Mfg. Co., Rock Island, Ill.



It is built for heavy-duty service and handles all passenger car work and is ideal for wheels equipped with the new extra-long pressure tires, the company reported. The wheel spins in a vertical position on a free floating shaft. Even the most minute amount of unbalance is recorded. It is fast and easy to operate.

The balancer has electrical indicating mechanism which gives position and amount of dynamic static or dynamic-static unbalance. Indications are taken at a predetermined speed from both sides of the wheel.

By adding attachments 331, the machine can also be used for balancing truck wheel assemblies.

316—Heavy Jack

A heavy-duty jack which lifts both the axle and the car body to prevent strain has been placed on the market by the Triangle Jack Co., Wichita, Kan.

The load can be cradled on the safety chain, the manufacturer stated, or the chain can be dropped and the car raised by placing head of jack against the axle and hooking the lifting arm on the bumper. The model is designed especially for service station and road work.

317—Core Catalog

Catalog No. 150, listing more than 1,000 tubular and cellular radiator cores, has been issued by the Lake Auto Radiator Manufacturing Co., 4905 Euclid Ave., Cleveland 3, Ohio. The catalog is standard binder and includes models for most car makes in operation.

318—Chassis Parts

A complete line of chassis parts in packaged kits has been placed on the market by Niagara Products, Inc., Pittsburgh, Pa.

A complete catalog covering the whole listing of kits from 1934 through 1950 is a feature of the line. All product numbers, cross-reference and model are shown in an index, arranged from the year of the kits. The system is said to the manufacturer to save time whether mechanic asks for parts by kit model or manufacturer's number. Interchangeability data is included.

install this Bearing with CONFIDENCE

it's a JOHNSON BEARING

THIS BEARING . . . every Johnson Bearing . . . is made to the same exact specifications as the bearings furnished as original equipment to automotive builders. Therefore, it is easy to install. Will fit perfectly, and will give the same long, trouble-free service. Always insist on genuine Johnson Bearings.

The new Johnson Bronze Catalog is your guide for correct replacement bearings and bushings for all models of cars, trucks and buses.

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SLEEVE BEARING HEADQUARTERS
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YOU and UNITED MOTORS LINES

For real proof that you and United Motors can be a *winning combination*, just look at the advantages United Motors lines give you: First, you get parts and products that are original equipment on the country's leading makes of cars, trucks and buses. Second, you get sound merchandising support and accurate, up-to-the-minute service and parts data on old-model as well as current-model vehicles. Take advantage of this winning combination and get into a paying business. Talk to your local United Motors distributor, or write directly to us today.

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DELCO Batteries
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MORAINE Engine Bearings
DELCO Radio Parts
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
NEW DEPARTURE Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting, Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes

UNITED SERVICE MOTORS

Please send me additional information on the following New Products described in the May, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. ..... No. ..... No. ..... No. ..... No. .....

Name (please print) .....

Company ..... Position .....

Number and Street .....

City ..... Postal Zone ..... State .....

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL, 806 Peachtree St., N. E., Atlanta 5, Ga.

RECIPE for smoother driving

a few ounces of PYROIL in your gas tank . . . 1 Pint of PYROIL in your crankcase . . .

Smoother driving and longer life for your car are as close as your nearest gas station. When you ask your service man to add Pyroil, he's sure to say, "Yes, Sir" with added respect for you as a motor-wise driver. For he knows Pyroil will give you *improved lubrication* service. Pyroil improves lubrication, because it wraps a fine protective film of oil around piston and cylinder rings. Pyroil cleans your motor and keeps it clean . . . Pyroil keeps your motor completely lubricated at all times. Your gas station attendant knows the Pyroil recipe. Just ask him to add Pyroil . . . add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil. Aircraft Pyroil A for gasoline.

GIVEN! An attractive Pyroil metal savings bank—takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.

PYROIL COMPANY

192 Main Street

La Crosse, Wisconsin

Canadian Distributors
Central Purchasing Agencies, Ltd.
Toronto, Ontario

RECIPE for bigger profits

a few words about PYROIL on each call . . . will work wonders in promoting volume sales . . .

Just say "PYROIL A and B included on your order today will pay real dividends in sales and profits for weeks to come."

Jobbers everywhere know that their dealers and dealers' customers prefer PYROIL . . . make sure they buy it from you!

Nearly 20 long years of national advertising in consumer DEMAND CREATING magazines (such as Saturday Evening Post, and others)—plus radio advertising in major markets, has made Pyroil first in consumer preference. All this, plus the fact that Pyroil is a top quality product—means easy profits and sales galore for you. Let a factors representative tell you the complete merchandising and promotion program.

Southern Representatives

Southeast
The MacPhail Company
322 E. 5th Street
Charlotte, North Carolina

Southwest
Hirsig-Fazier Company
807 Cotton Exchange Building
Dallas, Texas

319—Fuel Pump

A line of Krome King all-chrome fuel pumps has been announced by Sun-Test Corp., division of Blackstone Manufacturing Co., 227 South Morgan St., Chicago 7, Ill.

The pump features a built-in fuel filter using a glass bowl and an impregnated neoprene diaphragm guaranteed by the manufacturer for 50,000 miles of performance.

320—Pipe Wrench

An aluminum pipe wrench with replaceable alloy-steel jaw inserts is now being produced by J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y. A display card with a sandblasted pipe section is available for merchandising the tool, the company reported.

321—Fast Charger

A fast battery charger in a standard Ferdit model and in heavy-duty 6- and 12-volt models has been added to the line of the Sun Electric Corp., 6323 Avondale Ave., Chicago 31, Ill.

Among the features listed in a company announcement were automatic switch-

over to prevent "arcing" when changing and "shunting" from settings for fast and medium charging, time settings for slow charging, low current consumption through the use of a minimum number of parts, automatic reset circuit breakers and protected wiring system.

322—Screw Assortment

An assortment of Hoosier screws, containing 75 screws in eight different sizes, has been placed on the market by Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

Stock 11-275, as it is identified, is said to give coverage of vehicles from passenger cars to heavy duty trucks. The plastic container, to be used for storing other small parts after the screw assortment has been exhausted, the manufacturer stated.

323—Battery Charger

A portable, transistorized battery charger, known as Model SA, has been added to the line of Fox Products Co., Philadelphia 41, Pa.

The unit provides for fast starting of engines, slow and fast charging. It has electric time control, heavy-duty transformer, silicon rectifier, trouble light, automatic plate leader, mounted battery clamps and universal motor with interlocking series arrangement.

Sparton

THE NAME THAT SIGNALS

PLENTY OF PROFIT!

PART OF THE COMPLETE LINE of Sparton directional signals, auxiliary lamps, warning signals and other safety devices that help you tap all the automotive market.

DIRECTIONAL SIGNALS

Approved in most states requiring approval

Series 900 Class "A"

New flasher type for left or right turns. Visible 1000-1500 feet in daylight, more at night. Lamp shell and ring hardened steel. Rustproof, dustproof, shock-proof.

Series 500 Class "B"

Exclusive patented angular-adjusted vanolite. Heavy lenses. 1000-foot daytime visibility—more at night. New S.A.E. recommended flasher type. Over-all diameter 4 inches.

NOTE: Series 900 for vehicles over 80 inches. Series 500 for vehicles under 80 inches not requiring clearance lamp.

POLAVISION TRUCK MIRROR

It's polarized—cuts reflected glare 80 degrees on side-mounted trucks. Recognition rubber mounted, adjustable, universal, interchangeable on most trucks, small size. Also supplied in clear glass.

ARMORED CLEARANCE LAMP

Special Formed lens automobile light, turns only 2½ p. long. Rubber gasket—universal. Bonderized. Dipped-enamel body style holes provide rock body aluminum pattern. Heavy gauge closed steel body.

TORNADO HORN

All-Electric Air Horn

Dual-mounted, chromeplated horns. Connect to electric system. No tanks. Air tubes, air fittings to install.

Leader of a complete line of automobile and truck horns

Sparton AUTOMOTIVE
Division of
THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN

One complete line . . . one reliable source. Makers of quality safety signals since 1900.

50% MORE POWER

PORTABLE ELECTRIC POLISHERS

Time is the profit element on polishing jobs . . . and only a powerful electric polisher can get the job done faster. Here's real power—power that delivers when you apply heaviest pressure . . . yes, 50% more power than any tools in their class—the new Thor Silver Lines! 7" and 9" sizes, standard and heavy duty. Light weight . . . easy to handle . . . fast pad changes. Call your Thor jobber for a demonstration. Independent Pneumatic Tool Co., Aurora, Ill.

FOR BETTER POLISHING RESULTS

Thor No. 1 Car Polish . . . gives quick shine to cars easy to clean.

Thor No. 2 Car Polish . . . a heavy duty cleaner and polish for cars hard to clean . . . Thor Car Wax . . . for durable, weatherproof finishes.

INDEPENDENT PNEUMATIC TOOL CO
AURORA, ILLINOIS

Write Today for Free Electric Tool Catalog E-2

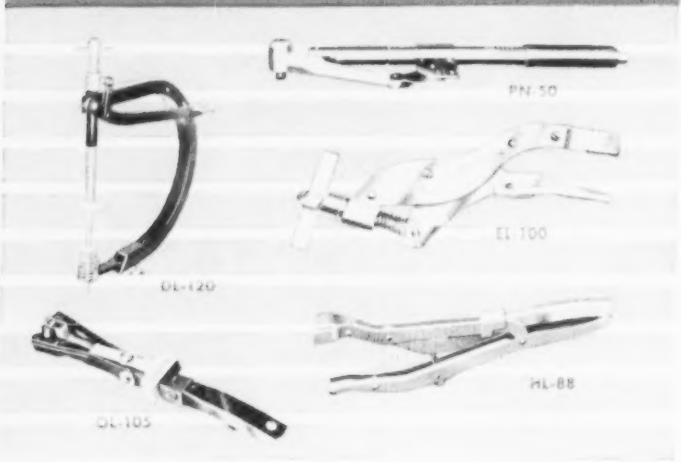
GET IT FROM YOUR JOBBER

Thor PORTABLE POWER TOOLS

ASK FOR THE *Silver Line*

SUNNEN SERVICE TOOLS

Favorite of Mechanics For Saving Time and Temper



All Sunnen Service Tools are designed *by* mechanics *for* mechanics — they're easy to use and sturdily built. That's why even the most stubborn jobs are done in the shortest time.

DL-120 "C" TYPE VALVE LIFTER SET — None better for overhead valve motors, heavy truck and tractor engines, and motors with hydraulic valves. Strongest lifter on the market — handles the toughest jobs where springs are heavy and space is limited. Fits all springs up to 2" in diameter.

PN-50 AUTOMATIC TENSION WRENCH — Assures uniform tension every time — toggle releases automatically when pre-set tension is reached. It's rugged — no delicate parts to get out of order. Saves time — no dials to watch. Works in dark places and close quarters.

EL-100 SUNNEN STUB VALVE LIFTER — The favorite of mechanics everywhere. This all-purpose lifter is especially good in cramped quarters. Only 8¾" long, with 2½" lift. Fast screw raises jaw quickly and locks automatically at any height. Lifts more than 300 pounds.

OL-105 UNIVERSAL SPLIT LOCK REPLACER — Easy to load, easy to use, easy to remove. Works well everywhere, will not hang up. Never drops a lock, even in blind spots. Jaw adjustment permits handling short or long locks. Non-slip grip means easy removal with greasy hands.

HL-88 HEAVY DUTY LIFTER — Built to stand up under heaviest work, such as bus and truck valve springs. Only 13½" long. Channel steel construction — won't twist out of shape. Both jaws fully adjustable. Friction lock holds jaws at any height. Maximum lift 3¼ inches.

Don't accept substitutes. Order these guaranteed high quality service tools by name and number from your Sunnen automotive jobber. Once you've used them, you'll never be without them.

SUNNEN PRODUCTS COMPANY
7913 Manchester Ave. • St. Louis 17, Mo.
Canadian Factory: Chatham, Ontario

324—Jack Catalog

Catalog No. 149A on its line of mechanical and hydraulic jacks has been issued by Auto Specialties Manufacturing Co., St. Joseph, Mich. The condensed catalog presents at a glance specifications and features of 18 different jacks, the manufacturer stated.

325—Drain Cock Wrench

A drain cock wrench with a 24" handle to reach inaccessible drain cocks has been placed on the market by Perry

Manufacturing Co., 2525 26th Ave. S., Minneapolis 6, Minn.

The socket and nut be locked in either a straight or 90° position. When locked in the 90° position the wrench may be cranked to speed opening and closing of drains. All working parts are heat-treated and cadmium-plated, the manufacturer said.

326—Brake Lining

Seg-Mold brake lining, built of asbestos fibers, iron, carbons and other materials molded together under high pressure to assure proper density, has been placed on the market by National Brake Block Corp., 76 Madison Ave., New York 16, N. Y.

The dense nature of the lining gives better wearing qualities and longer life, a company announcement said. Trim allowing to exact drum diameters is said to be another construction feature. The sets are packaged in shrink containers which are labeled with specifications for that individual set of lining, the factory reported.

327—Electric-Tool Catalog

An illustrated catalog on its complete line of electric tools has been issued by The Van Dorn Electric Tool Co., Towson 4, Md. Attachments and accessories are pictured and described in addition to the standard models, announced by the manufacturer.

328—Wax Sprayer

Outfit S-338 for spraying automobiles with liquid wax has been announced by Binks Manufacturing Co., 3122 Carroll Ave., Chicago 12, Ill.

The outfit consists of Model SL spray gun with stainless-steel needle valve and fluid nozzle, Model AC-102 oil and water extractor, a pressure regulator to give accurate regulation from 0 to 100 lbs. and 25 feet of hose and connections. The 78 to 78N nozzle is said to give a fine, uniform spray which dries quickly to form a long-lasting coating. The gun can be converted to spray paint at the operator wishes to do so, the company reported.

329—Gauge Catalog

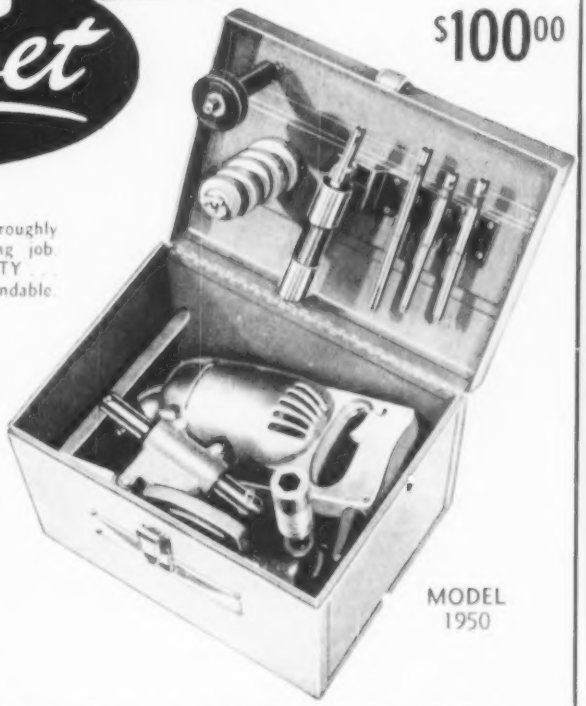
A booklet on its line of gauges, micrometers, vises and other tools has been issued by The L. S. Starrett Co., Athol, Mass. The 52-page book contains many illustrations of different types of tools and attachments used in the industry.

more profit... more work per man...
per job... . . . and no "per-haps"

THE SENSATIONALLY EFFICIENT
VALVE SEAT GRINDING SET

Servi-Set

$100.00



MODEL
1950

IT'S ALL THERE—everything you need for a thoroughly satisfactory, precision-clean valve seat grinding job. Every tool in line with UNITED STATES QUALITY . . . proved on thousands of jobs . . . speedy and dependable.

FOR GENERAL SERVICE IN GARAGES AND SHOPS

Perfect valve seat grinding on Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford V8 and 6, Hudson, Kaiser-Frazier, Lincoln, Mercury, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Studebaker, Willys passenger cars and on all makes of lightweight trucks.

THE BRIGHT CRIMSON METAL BOX CONTAINS:

heavy duty 55 high speed driver and heavy duty stone dresser; stone holder; pilot wrench and supply of pilots and stones. For 110, 220, or 250 volts. Completely packed in crimson metal box with leather handle.

CONTACT YOUR JOBBER . . . he carries United States Electrical Tools in stock.

The UNITED STATES ELECTRICAL TOOL Co.
CINCINNATI, OHIO

330—Steam Cleaner

An oil-fired steam cleaning unit, called the Vaughcleaner, has been introduced by the John Bean Division, Food Machinery & Chemical Corp., Lansing 4, Mich.

The cleaner, which has automatic spark lighting, is said to produce steam in two minutes and to convert 100 gallons of water in hour into steam. A 25' hose and 25' extension cord give an operating radius of 50'.

Operating efficiency is increased by a double-action diaphragm pump which forces balanced amount of fuel to the gun-type burner and cleaning solution to the heating coils. Other features include coils in two sections for easy replacement in case of fouling, replaceable cartridge in oil filter, draft adjustment and air baffle for steady operation, an eyeded gun handle with swivel extension and a hood for connection to an 8" stack in locations where venting is required. A 1/3 horsepower electric motor powers the unit.

331—Manual Choke Kit

An Able conversion kit for automatic chokes has been placed on the market by Superior Screw & Manufacturing Co., Inc., 1920 N. Leamington Ave., Chicago 39, Ill.

The kit features a spring-loaded device that is said to give proper carburetor

or mixture when accelerating the motor. The unit can be installed with a screwdriver without removing the carburetor, a company announcement stated. Six different kits are available for use on various models of carburetors with automatic chokes.

332—Window Ventilator

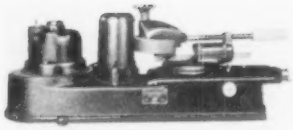
A TruKVent window-wing ventilator for 1950 GMC diesel cabs, series 700 to 900, has been introduced by Hatheu, Inc., Box 5997, Dallas, Texas.

The ventilator can be installed safe side regular cab windows with a screwdriver. It is made of safety glass framed in chrome-plated steel. No hand crank is necessary to operate the unit, a company announcement said.

333—Shoe Grinder

Model 2000 Safe-Air brake shoe grinder for installing shoes on drums from 9" to 16" has been developed by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

The grinder has a built-in vacuum-type dust collector and clamping device which



is said to handle all shoes without adapters. The abrasive sleeves can be replaced quickly. A set of 8 shoes for a car can be ground to fit drums in less than 4 minutes, the manufacturer stated.

334—Hydraulic Press

A 5-ton hydraulic press, featuring a self-contained pressure unit and a press unit which can be used in a vertical or horizontal position, has been introduced by C. R. Brandt Machine Co., Inc., York, Pa.

A relief valve prevents overloading of the press and pressure gauge is optional at extra cost.

335—Air Tools

A 44-page catalog listing several additions to the line of air tools has been issued by Buckeye Tools Corp., 21 West Apple St., Dayton 1, Ohio.

Among the lines shown for the first time are a line of medium-duty sanders, a lightweight die grinder and three models of belt sanders, including one model equipped with a special shoe attachment to provide controlled air pressure for sanding on flat, contour or convex surfaces. A series of heavy-duty drills and reamers and a series of screwdrivers and nutrunners are among the other air tools added to the line.

for greater safety

THE NEW *flashing*
TURN SIGNAL SETS
for cars and commercial vehicles

THE COMPLETE LINE KD SAFTEE PRODUCTS

Order KD C725-10M . . . K-D's new modern, streamlined Turn Signal Set . . . for passenger cars, station wagons and light commercial vehicles. At left is shown the Set . . . two KD C725 Amber Lites, one KD 714FP Flashing Switch, and two KD C725 Red Lites. Equip for greater safety vehicles not provided with turn signals.

mountable in any position

KD C725 Amber or KD C725 Red Turn Signal Lites are easily mounted in any position and fit nearly all contours. Their 2¼" amber or red lens are engineered for proper light distribution . . . and sealed with moisture-proof gasket. Brass body . . . 2¾" x 3½" . . . chrome finish. KD C725 is equipped with brass connector . . . rubber nipple set . . . 21 c.p. bulb . . . single contact.

switch flashes and clicks

KD 714FP Flashing Switch . . . with the audible click . . . when in operation, the built-in Flasher provides continuous flashing red indicator lite and audible click. There is an added K-D Saftee feature . . . the indicator lite is inoperative on burned-out signal lite circuit. Three-way circuit and built-in fuse simplifies installation. Operates two 21 c.p. bulbs on each (right or left) circuit. Dash or adjustable steering column mounting. Grey enamel finish . . . chrome trim. Finger-tip control . . . adjustable length.

● Merchandiser Display Set KD C725-10D available . . . four Lites and one Switch . . . mounted on heavy board with easel. Easily wired for flashing demonstrations with car or dry cell battery.

K-D LAMP COMPANY
NOMA ELECTRIC CORPORATION
1910 ELM STREET CINCINNATI 10, OHIO

Fame doesn't come easily. You have to do more than just hang out a repair sign. Sometimes, you have to do pretty near the impossible to spread your good name as a mechanic... make a '38 model sound like a new car... breathe new life into a frozen-dead motor...

That's why it's so important to know about ignition parts that are equal to tough jobs. Take the Blue Streak condenser. You ought to know we inspect every single part... don't miss one in a million. You ought to know there are *thousands more* miles of "life" in Blue Streak condensers.

And next time you're at your jobber's, you ought to put in a supply. Because they're sturdier; because they last for more miles than you imagine condensers should last; because their performance insures your reputation... makes customers say: "*Great mechanic that Joe.*"

better your business... ***buy Blue Streak***

STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK

News Briefs

(Continued from page 77)

shaft and generate power.

Although externally the experimental truck differs little in appearance from any other truck, it was emphasized that production installations could lend themselves to important changes in base design. "The compact nature of this turbine will amplify cab-over-engine and other installations in the higher horsepower classification," Hednstrom said.

Controls for the gas-turbine truck differ but little from those of a conventional vehicle. Starting is accomplished by a standard automobile starter button, which brings the turbine to idling speed. Upon reaching this speed the fuel valve is turned on and the engine operates "on its own." Inasmuch as there is no direct connection between engine and drive shaft, the truck has in effect a "gas drive" transmission, similar to the now familiar "fluid" drive on many cars, except that the fluid is gas instead of oil. A pedal is used for shifting from one gear to another, or for reversing. Speed is controlled with the usual foot throttle.

The engine installation includes a system of power braking which promises to be of much importance to truck operators in utilizing the power of the engine itself for braking to a much greater degree than is possible with conventional piston type engines.

Tests on the truck will continue throughout the next few months, it was announced, and will include regular freight hauling over the high mountain passes east of Seattle and highway endurance runs to gather additional data on fuel consumption, operating details and maintenance features.

HYDRAULIC CUP EXPANDERS for wheel cylinders. Precision made of brass to prevent corrosion. Prevents fluid leakage, eliminates cup collapse, insures safety, prolongs cup life, reduces kick backs. 14 sizes for *all* cars, trucks. Write for FREE Display Board.

FLOATO BRAKE ENERGIZER FOR CHEVROLET 1936 thru 1949. Self-centering, self-energizing, applies even pressure to *all* shoes. Installed quickly, easily, without drilling, cutting or re-working. Now with new Reinforced Anchor for maximum service.

FORD MECHANICAL BRAKE ENERGIZER gives hydraulic performance to Ford Cars, Trucks from 1935 to 1938, and Model A and B Fords, 1928-34 inclusive. Self-energizing, free action applies even pressure to both shoes. Installed easily without drilling or cutting.

DOUBLE SEAL HYDRAULIC PISTONS for hydraulic wheel cylinders. For Chrysler, Dodge and Plymouth, 1942 through 1950. Two "O" rings give double protection and rolling action reducing wear. Piston rides on rubber.

WHEEL CRAFT WEIGHTS engineered to give perfect fit to curvature of rim. Designed to stay on the rim. Pressure die-cast of best lead obtainable.

BOYLE DISTRIBUTING CO. • 950 S. Boyle Ave., Los Angeles 23, Calif.

BUY BOYLE FOR BETTER BRAKE PARTS, BETTER BRAKE BUSINESS

Sold Through Jobbers Only. Write For Complete Information.

TBA Group Schedules Chicago Meeting

The 1950 meeting of the Oil Industry TBA Group will be held at the Edgewater Beach Hotel, Chicago, Dec. 4 and 5, it has been announced by Arthur N. Hacnggi of Cities Service Oil Co., national chairman. The meeting dates coincide with the first two days of the ASI Show.

Chairmen of the convention committees include: G. L. Switzer of Shell for the committee on speakers, C. W. Henkine of Pure for the committee on hotel reservations and arrangements and E. M. Rider of Lion for publicity.

Hudson Motors Resumes Canadian Assembly

Pacesetters began coming off the Hudson assembly line in Canada last month, marking the resumption of Canadian operations which started in 1932 and were suspended during the war.

The facilities of Chatco Steel Products, Ltd., at Tillsonburg, Ontario, are being used for the assembly. S. G. Batts is president of Hudson Motors of Canada, Ltd., which has operated on an import basis since 1946.

Venn Heads Willys Sales

William S. Venn has been named general sales manager for Willys-Overland Motors, Inc., succeeding Howard O. Lund, who has resigned due to an extended illness. Venn has been in the automotive field for 31 years, starting as a retail salesman in Kansas City, Mo., in 1919.

You are more than seven times as likely to be injured in an automobile accident between five and six in the evening as you are between six and seven in the morning.

Missing something, Mac?

Are you missing the doorway to extra sales volume? By passing up high-profit replacement shock absorbers, you miss a potential market of four out of every five cars.

In this big market, Monroe Shock Absorbers rate Number One—top choice of auto engineers. And Monroe gives dealers the greatest sales help — hard-hitting national advertising and convincing display and merchandising material.

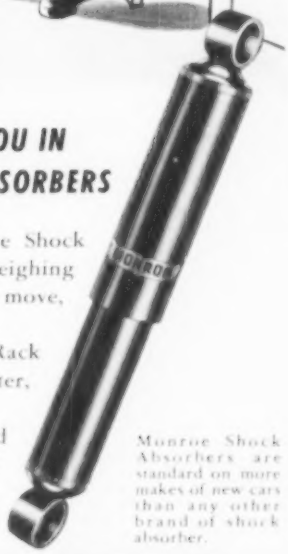
Open the right door to new sales, bigger profits. Contact your jobber today. Start cashing in now with Monroe Shock Absorbers.

NOW! —LESS THAN $35 PUTS YOU IN BUSINESS SELLING MONROE SHOCK ABSORBERS

HANDY NEW HAND RACK holds 10 Monroe Shock Absorbers and 3 Monroe grommet sets. Weighing only 30 pounds when full, the rack is easy to move, forms a neat compact storage unit.

This new Monroe Shock Absorber Hand Rack provides a colorful display for your counter, show window, driveway or island.

For less than $35, you get this handy Hand Rack, plus a stock of Monroe Shock Absorbers to fit 85% of all cars on the road.



Monroe Shock Absorbers are standard on more makes of new cars than any other brand of shock absorber.

SEE YOUR JOBBER or write direct to get the new Monroe Shock Absorber Hand Rack and other powerful Monroe sales aids.

MONROE AUTO EQUIPMENT CO.

Monroe, Mich. — World's Largest Maker of Ride Control Products

Deaths Drop. Injuries Rise. 1949 Traffic Figures Show

There were fewer automobile accident deaths on streets and highways of the nation last year than in 1948, but more injuries, according to figures released by The Travelers Insurance Companies.

Fatalities in 1949 totaled 31,800, compared with 32,200 in 1948, the companies reported, but injuries last year soared to an all-time high of 1,564,000. The 1948 figure was 1,471,000 injured.

These statistics are highlights of "Main Street," sixteenth in an annual series of traffic safety booklets issued by The Travelers. The firm maintains an accident statistical bureau which collects and analyzes accident data from the 48 states.

Excessive speed headed the list of accident causes in 1949, as it has in most recent years. "Exceeding the speed limit" caused 16,100 deaths and 398,700 injuries in 1949, according to the booklet. "Speed was a greater factor in traffic casualties last year than at any time in history," the report states.

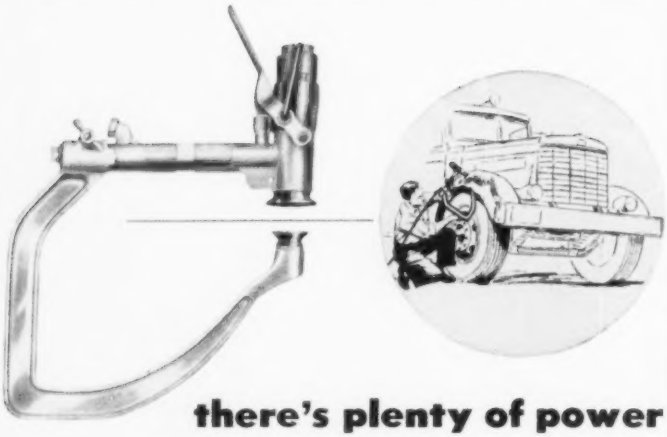
There were 890 fewer fatalities among pedestrians in 1949 than in 1948, but 180 more persons were killed crossing streets between intersections last year than in 1948.

Last year, for the first time since the war, the percentage of 18- to 24-year-old drivers involved in accidents took a downward turn. "Youthful drivers, however, are still the cause of thousands more deaths and injuries than their numbers warrant," the booklet declares.

About 95 per cent of vehicles involved in fatal accidents were reported to be in "apparently good condition." Almost 97 per cent of those involved in non-fatal accidents were found to have no defects, the annual report stated.

Defective brakes headed the list of car faults which figured in accidents and defective steering mechanism was second. The booklet points out, however, that in many cases where vehicles were demolished or seriously damaged it was impossible to determine whether the vehicle had any defects and so these figures may be misleading.

"Every driver should have his car inspected periodically," the report stated. "It is senseless to be involved in an accident because of any condition over which you have complete control. No matter how skillful or careful you are, you cannot drive with safety in an unsafe vehicle."



there's plenty of power

—even for heavy truck fenders

With its long stroke, the slower hitting CP air-powered Fender Iron actually develops up to four times the power of higher-speed, lighter hitting tools. It rapidly smooths out dents, wrinkles and rough spots and restores contours on fenders and bodies . . . readily reaches all the hard-to-get-at places.

A variable control provides a range of hammering action . . . from heavy blows for the toughest truck fender jobs . . . to light taps for ironing or smoothing operations on passenger car work.

Write for a copy of Bulletin 1913.

CHICAGO PNEUMATIC TOOL COMPANY

General Offices: 8 East 44th Street, New York 17, N. Y.

AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEU-DRAULIC PUMPS

Willys Awards Southerners Caribbean Cruises

Three southern distributors of Willys-Overland Motors, Inc., have been awarded all-expense Caribbean cruises as top prizes in the company's recent national sales leadership contest.

R. B. Nicholas of Marshall, Mo., tied for first place in the mid-central division. A. Ray Barker of Albuquerque, N. M., won in the western division and Melvin Montzing of Clarksburg, W. Va., took first place in the southern division.

During the first quarter of this year, the truck industry turned out 3,191 units over 26,000 pounds. The figure for the same period of 1949 was 2,791, a recent study showed.

GOING UP **UP UP**

LIKE MERCURY SALES!

Year after year, in the face of ever-increasing competition, MERCURY *has made ever-increasing sales gains. 1949 was 36% higher than 1948 and 1950 looks even better than ever!* No wonder* MERCURY *dealers are feeling so confident today!*

* For example, February, the shortest month of the year, was the biggest month in Mercury's entire history.

Better than ever for you— **MERCURY**

Varied Program All Set For N. C. Convention

A varied program of recreation and business sessions, beginning with the annual golf tournament and closing with a banquet and dance, is lined up for the convention of the North Carolina Automobile Dealers Association, to be held May 14-16 at Pinehurst, N. C.

A special program for the ladies, a dinner honoring area chairmen and "old timers" and an outstanding list of speakers are other features, according to Mrs. Bessie B. Ballentine, executive secretary.

M. Brack Wilson, Ford dealer at Smithfield, is president of the association.

Cisney Heads Advertising

D. E. Cisney has been appointed advertising manager of A. Schrader's Son, Division of Scovill Manufacturing Co., Inc., it has been announced by G. A. Drew, general sales manager. He succeeds D. S. Hunter, who recently resigned as advertising manager.

Arden J. Mummert (top photo) has been elected president of the McQuay-Norris Manufacturing Co., succeeding Arthur G. Drefs, who has been made chairman of the board. Charles C. Tapscott (above) was promoted from advertising manager to vice-president in charge of sales promotion. Tapscott is the senior vice-president of National Standard Parts Association. Ballard A. Yates was elected vice-president in charge of manufacturing.

SILOO

contains TRILEUM*

SILOO—for break-in, tune-up and maintenance—is the *only* product of its type containing TRILEUM—an exclusive compound developed in the laboratories of the Petroleum Solvents Corporation. It makes always-dependable SILOO more effective than ever.

SILOO is another way of saying *dependability*. SILOO products—compounded for specialized use—have built up a reputation unexcelled in automotive and industrial markets. An 18-year record of research, leadership and service is your assurance that you can depend on the name SILOO.

For more information on remarkable **TRILEUM—write for Engineering Report #248.*

PETROLEUM SOLVENTS CORPORATION

Special Solvents for Automotive and Industrial Use

General Offices: 331 Madison Ave., New York 17

Plant and Laboratories: Port Reading, New Jersey

Petroleum Solvents Corp. of Canada, Ltd., Montreal

Pontiac Sends Krotine To Charlotte Zone

Appointment of Edward M. Krotine as manager of the Charlotte, N. C., zone of Pontiac Motor Division has been announced by General Sales Manager L. W. Ward. He succeeds Sidney G. Whiting.

Krotine had been Buffalo zone manager for more than two years. He joined General Motors 21 years ago and went to Pontiac in 1934 as assistant office manager and car distributor in the Cleveland zone, then headed that office in Cincinnati. He was business manager of the Washington zone and then assistant manager of the New York zone before going to Buffalo.

Twenty-five per cent of all drivers involved in fatal automobile accidents in the U. S. last year were between the ages of 18 and 24.

New

K-D No. 325

HEAVY DUTY COMPRESSOR

for BIG Truck, Bus, and Tractor Engines

L—, OR VALVE-IN-HEAD

One man can operate this rugged deep-throated tool on most Big engines with manifolds in place.

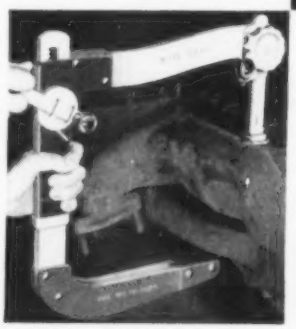
EASY TO OPERATE! Conveniently located Operating Handle eliminates stretching and pulling. Beneath it is unique brake which may be preset to lock automatically at any point where lifting stops.

VERSATILE! The Plunger Bar adjusting feature together with the selection of jaws (3 prs. furnished) provides the flexibility to service valves of any length from the shortest to the longest, in any position.

SAFE! Internal pinion and rack construction prevents pinched fingers; provides power to spare; assures long life.

THE PLUNGER BAR

When the lift is not within the travel of the gear and rack mechanism, additional lift can be gained by lowering the Plunger Bar. This feature also provides extra versatility to maneuver the Compressor around obstructions.

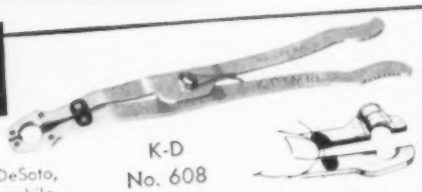


No. 325 raising a valve spring on a popular make truck engine.

OPERATION

1. Adjust jaws to fit spring diameter.
2. Set Plunger Bar to its full height.
3. Automatic Brake may be pre-set by pushing Brake lever toward jaws.
4. Position Compressor with Plunger Bar on valve head, jaws under retainer.
5. Raise spring to desired height by turning Operating handle.
6. Remove keepers.
7. Unlock brake (be sure of this), lower spring and proceed.

A new kind of Valve Keeper Inserter



K-D
No. 608

For the keepers as used in:—
Buick, Cadillac, Chrysler, Dodge, DeSoto, Plymouth, Hudson, Kaiser-Frazer, Oldsmobile, Packard, also 1949-50 Ford, Mercury, Ford 6, Big Ford Truck and Lincoln.

EASY TO LOAD
SUPER GRIPPING... Won't drop keepers if loaded and placed correctly on valve stem.

SELF SUPPORTING... On valve stem.
STREAMLINED... long enough to reach remote valves (Chrysler, etc.)
THIN JAWS... to operate on 1949-50 Ford-Mercury.

K-D TOOLS

Lancaster, Pa.

At Jobbers Everywhere!

Maryland Chrysler Dealers Organize State Association

CHRYSLER Corp. dealers of Maryland decided at a meeting in Baltimore last month to form a state association and to join a proposed national association of dealers of the corporation.

The purpose of the association would be to obtain better factory dealer relations, said Dick Price, De Soto Plymouth dealer of Dallas, Texas, who was the principal speaker.

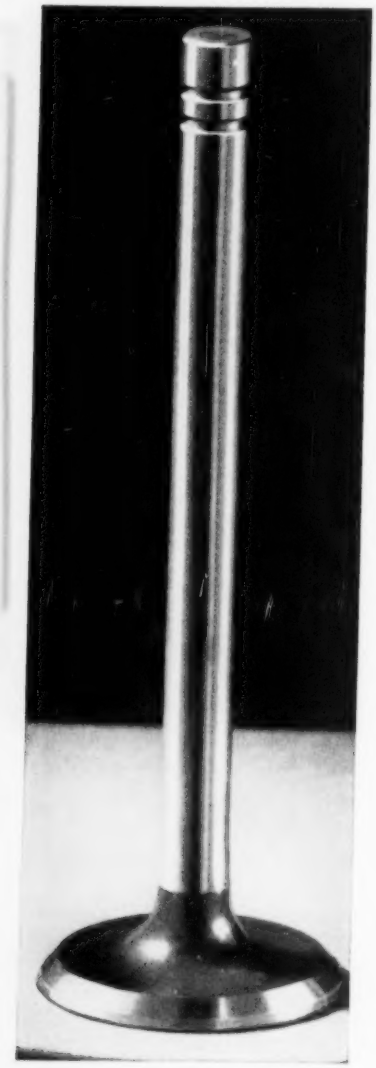
Price advocated the formation of state associations of Chrysler Corp. dealers, all affiliated with a national association. Representatives of the several divisions could be elected to present the ideas of the dealers in conferences and discussions concerning factory-dealer problems, he said.

"The whole idea has been developed in the interest of helping the corporation's dealers, their employees and the consumer," Price stated.

The Maryland dealers voted unanimously to form an association and to join the proposed national organization. A telegram to A. VanderZee of Chrysler Corp., informing him of the organization of the new group and its purposes, was signed by more than 80 Maryland dealers.

A number of Chrysler Corp. dealers from the District of Columbia, Delaware, Virginia and other neighboring states attended the meeting.

R. Bruce Livie of the Motor Sales Co. of Baltimore was toastmaster at the meeting. He was assisted by a committee including: Harry Thompson of Curtis Motors, Mark R. Chenowith of Jarman Motors, Albert C. Hazelip of D. S. & D. Motors, Joseph J. Rochlitz of Mid-City Sales Co. and Colston Young of Young & Newton, Inc., all of Baltimore.



Proved
Performance
Tested
Quality

MANLEY
Airchrome
VALVES

It costs money to get customers. You can hold them only when you deliver full satisfaction—that's why it is so vital you combine your good workmanship with the tested quality of such parts as Manley Airchrome Valves. The importance of this quality is proved by their performance in the toughest replacement jobs in thousands of motors. Request name of nearest Manley Jobber. Manley Valve Corporation, Philadelphia 30, Pa., District Sales Representatives: Lawrence M. Hirsig & Co., Jacksonville, Fla., J. S. Connell Co., Dallas.

Hudson Brings Out 1950 Convertible

HUDSON'S 1950 line of convertibles, featuring better rear vision and a number of interior and exterior refinements, were put on display last month.

The enlarged rear window is built into a fabric section zippered into the top. The plate-glass area is hinged with vinyl plastic and folds down into the body with the top when it is lowered.

New structural features in combination with Monobilt body and frame are said to give greater over-all rigidity and provide additional safety.

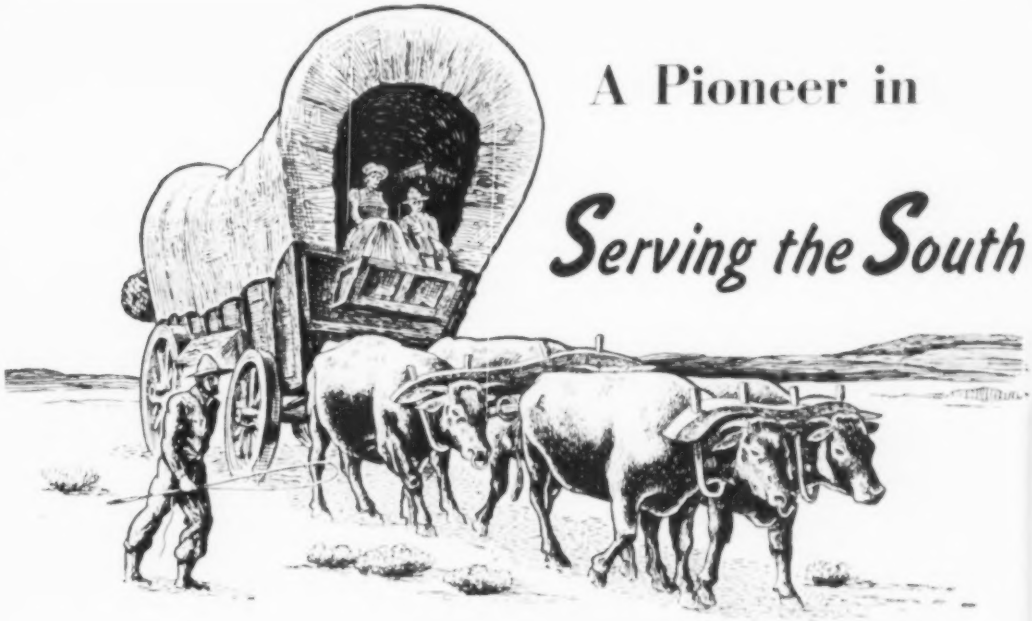
Custom Commodore convertibles are available with either 123-horsepower high-compression Super-Six or 128-horsepower high-compression Super-Eight engines. They have a wheelbase of 124 inches and are offered in 12 exterior colors with harmonizing interiors. Convertible models are also available in the Super and Pacemaker series.

Sharpe Goes to Dallas

Robert F. Sharpe is now branch manager for The White Motor Co. in Dallas, Texas. He had been regional wholesale manager in Kansas City for the past year. Before joining White, he was with the Firestone Tire and Rubber Co. in the Wichita, Kan., Memphis, Tenn., and Jackson, Miss., areas.

Last year, 31,800 Americans were killed in traffic accidents.

Federated Mutual...



A Pioneer in

Serving the South

with

COMPLETE Fire and Casualty COVERAGE

for HOME – BUSINESS and CAR

- Federated Mutual has pioneered multiple line coverage for the Southern automotive trade. Now you may enjoy the convenience of complete worry-free protection for your business, home, and car, all in one MUTUAL company. You will enjoy too, substantial savings in the form of dividends.

- Federated Mutual has pioneered in serving today's special insurance needs of the automotive trade. Your Federated representative is a specialist in providing men in your business with the PROPER coverage on FIRE and CASUALTY insurance. He is highly trained in your needs and represents no other company.

- There are Federated Mutual representatives throughout the South ready to give you their skilled, friendly service. Write us for the name of the Federated Representative nearest you!

Federated Mutual

MUTUAL IMPLEMENT AND HARDWARE INSURANCE COMPANY

1600 Healey Bldg.

ATLANTA, GEORGIA

"Wet-Blending" Mix Gives Longer Life to Tire Treads

Tires will give 1,500 to 2,000 miles more wear because of advances which have been made in the blending of "cold" synthetic rubber and chemicals, three scientists of United States Rubber Co. told the American Chemical Society at its national meeting April 21.

Details of the first successful blending of new high-abrasion carbon blacks and "cold" synthetic rubber in latex or liquid form were revealed by James W. Adams, W. Earl Messer and Louis H. Howland.

The process, known as masterbatching, is now used to produce rubber for tire treads at U. S. Rubber Co.'s plant at Borger, Texas, the report said.

The usual method of blending carbon black, a valuable reinforcing agent, and rubber is to mix them dry in powerful masticating equipment, the report explained. The masterbatch process consists of blending carbon black in water with rubber in a latex form. The compound then is changed with salt and acid solutions to a dry rubber already containing the necessary amount of carbon black.

Natural rubber has been compounded almost exclusively by the dry-mix method, the report stated, but synthetic rubber is well-suited to the masterbatching technique.

Sufficient information is now available which proves that automobile tire treads made from latex masterbatched GR-S will wear 1,500 to 2,000 miles longer than similar tires made from dry-mixed carbon-black GR-S compounds, the report said. This represents approximately seven per cent more tire wear based on an average tire life of from 20,000 to 30,000 miles.

The paper also held high hopes for even further improvement in tire tread wear through a new technique of blending carbon black and synthetic rubber known as "high-speed homogenization." This development is still in the laboratory stage, however.

"Uses LESS fuel, uses LESS compound

. . . makes MORE money for us than any other cleaner we ever operated."

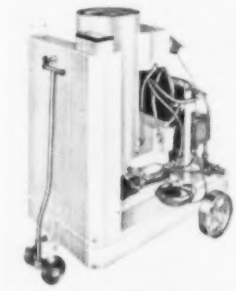
SPONTANE STEAM CLEANER

Spontane Model HT-20, above; model HT-21, below. Write for free descriptive literature.

WANT TO SEE MORE PROFIT in every steam cleaning job you do? Then get the facts on Spontane efficiency and Spontane performance. Here's the machine that's creating a sensation throughout the automotive industry!

With exclusive new "Hydro-Therm Flow" Circulation System, Spontane brings you the first major improvement in steam cleaner design in 20 years.

This principle, plus Spontane's preheated solution tank, triple-cylinder plunger type pump, Aeroator Jet Burner and scores of other advances bring you greater profit-making possibilities than ever before. Consult your jobber for complete details.



Spontane Mfg. Co.
INC.
110 Pear St., S.E. Atlanta, Georgia

Automobile Radio Sales Double 1949 Figure

Dollar volume from sales of Motorola car radios during the first quarter of 1950 was double that of the 1949 figure, Walter H. Stellner, vice-president of Motorola, Inc., reported last month. Unit production of car radio sets for the quarter was 198 per cent of the 1949 schedule, he said.

"Car radio production made a substantial contribution to the new high sales figure of $35,500,00 reported for the company for the quarter," Stellner reported.

Norman Group Names Phillips

W. G. Phillips, Pontiac dealer, was recently elected president of the Norman, Okla., Automobile Dealers Association, succeeding A. D. Black, Ford dealer. A. O. Cook, who has the Studebaker agency, was elected secretary-treasurer.

Mrs. Entrikin Succumbs

Mrs. Ruby Entrikin, Ford dealer at Hernando, Miss., since 1915, died last month. Mrs. Entrikin, who was 70, had spent most of her life in Hernando and was well-known in that section of the Southeast.

NATIONAL ADVERTISING

LIFE · Collier's · POST · TIME

in these 4 popular magazines is helping to pre-sell your customers a

Cadmidyne

"FILL ONLY ONCE A YEAR" BATTERY

The hard-hitting program of Bowers NATIONAL ADVERTISING is actually *local advertising for you*, because the majority of motorists whom you serve read one or more—or perhaps all four—of these popular magazines. That means they're reading about, learning about Bowers CADMIDYNE Batteries . . . and they're already *interested* in YOUR two biggest talking points on CADMIDYNE: "Add water only *once* a year" and "Guaranteed 36 months or 36,000 miles!" Stress these two points which give your motorists the most for their money. And *use* the FREE "selling helps" shown below to CLINCH MORE SALES. Remember you make a bigger-than-average PROFIT with CADMIDYNE. *Every time you make a sale . . .*

YOU "POCKET" $9.94 FOR YOURSELF

$83.15 WORTH OF REAL "SELLING HELPS" *Free* ON THIS DEAL AT NO COST

This DISPLAY and SERVICE equipment WINS SALES!

Look what you're getting FREE! A really expensive piece of equipment. This FAST CHARGER has a regular dealer price of $69.95. Just the thing to insure each battery being installed FULL OF PEP AND POWER!

DISPLAY IT AND YOU'LL SELL IT. Good display is half the selling job. You get this sturdy, space-saving Display Stand FREE plus a $9.95 TRICKLE CHARGER—a regular $15.20 value FREE.

BOWERS

BATTERY & SPARK PLUG CO. • READING, PA.

"500" Entries to Include Four-Cycle Diesel Model

The Indianapolis 500-mile race, always a proving ground for automotive development as well as a sports event, is all set for a big 34th annual event on May 30.

For the first time in the history of the race there will be a competitive diesel-powered entry. Diesel cars were in the race in 1931 and 1934 on a non-competitive basis.

A special provision governing piston displacement for diesel cars has been set up. Two-cycle supercharged diesel engines up to 274.59 cubic inches and four-cycle diesels up to 402.68 will be permitted, Wilbur Shaw, president of the Indianapolis track, announced. Maximum size for conventional internal engines remains unchanged at 183.06 cubic inches for supercharged cars and 274.59 for non-supercharged powerplants.

The diesel entered in the 1950 race was made by Cummins Engine Co., Inc. It burns fuel oil by compression ignition and is capable of high rpm's, up to 4,000, needed to develop a qualifying speed of about 127 miles an hour, Cummins engineers said. It is a four-cycle, six-cylinder engine.

The pace car this year will be a 1950 Mercury convertible with the same engine specifications as the model which made the best ton-mileage rating in the Grand Canyon Run, Shaw said.

The mammoth facilities and personnel needed to handle arrangements for an estimated crowd of 175,000 have been assembled, President Shaw reported.

Statistics on the operation of the race are almost as impressive as the performance records of some of the entries. If all the hot dogs, pop and beer bottles which will be sold this year were laid end to end, for example, they would encircle the track at least 30 times. That's a distance of 75 miles. And that doesn't include food and beverages brought into the track by fans.

More than 4,000 people will play "host" to the spectators, including 1,500 police and guards, 235 ushers, 225 doctors and nurses and 190 timers and scorers. This does not include the scores of mechanics to keep the high-speed cars in the race rolling.

Great Merchandiser!

1950 HENDERSON TIRE CHANGER

Gone are the days of crude hammers, makeshift gadgets and the slam-bang tire bruising techniques which accompanied them. The Henderson tire changer operates with scientific smoothness . . . offers tire changing ease never before dreamed of.

You'll be impressed as will your customers when they see the extreme care given tires. No beating, no marring of white side walls. The Henderson is used by all leading tire companies.

PAT. NO. 2481926
U.S. & Foreign Pat. Pending

$150.00 f.o.b. Cincinnati, Ohio
(West of Rockies — $165.00)

★ ★ ★ INCLUDES ★ ★ ★

- floor bolts
- tire lubricant
- brush
- valve extension
- instruction sheet
- parts catalogue

Note: All older model Hendersons may be modernized to equal the 1950. Send for catalogue and give serial number of your present machine.

HENDERSON *Exclusives . . .*

- Breaks both beads simultaneously — lower bead breaker operating automatically.
- Bead breaker — none other on the market — revolves 360 degrees.
- Forked tool removes safety tubes from safety rims — NO RIPPING, tool designed to PRY.
- Automatic centering cone and lug pin handles tires 12" to 17" — any width.
- New instant lock on extensible bead breaker slides on oiled rods.
- Non-climbing blade mounts tires without locking wheel down — thus tire slips on easily.

BIG FOUR INDUSTRIES, Inc.

HENDERSON TIRE CHANGER DIVISION

Manufacturing and Sales

5938 Carthage Ave. Dept. K Cincinnati 12, Ohio

Kansas City Ranks First In Chrysler Awards

Kansas City, Mo., leads the nation's cities in the number of dealers to receive the Medal of Merit service award given by Chrysler Sales Division, Joseph A. O'Malley, general sales manager, has announced.

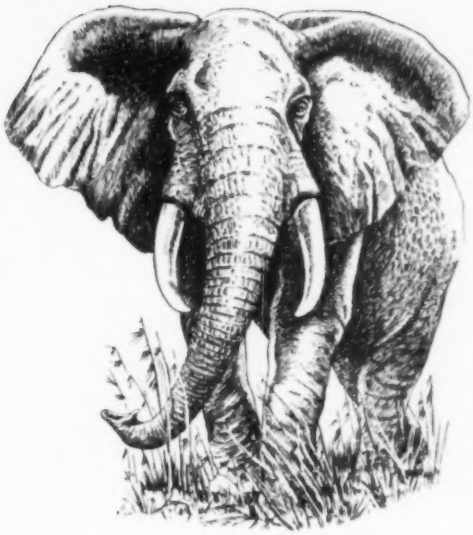
Kentucky and New Mexico are two of the five states in which more than 25 per cent of the dealers have received the award. The nationwide average is eight per cent.

In determining which dealers receive the ward, they are rated on 25 points, including customer relations, fair prices, quality workmanship and modern service facilities.

In 1949 1,564,000 Americans were injured in traffic accidents.

Three out of four traffic accidents happen in clear weather on dry roads.

Last year 269,000 pedestrians were injured in the United States.



If your customer likes
king-size power . . .

set the timing
to take full advantage . . .

of the high antiknock quality of
"ETHYL" Gasoline . . .

and keep him happy
with you and your service.

ETHYL CORPORATION, New York 17, N. Y.

Products sold under the "ETHYL" trade mark: Antiknock Compounds . . . Salt Cake . . . Ethylene Dichloride . . . Sodium (metallic) . . . Chlorine (liquid) . . . Oil Soluble Dye . . . Benzene Hexachloride (technical)

Truck Engineers Take Off Extra Weight

Some of the ways truck engineers have taken pounds off recent truck models to help operators conform to legal weight restrictions without cutting payload were revealed recently by The White Motor Co.

On some models as much as a thousand pounds has been shaved off by using aluminum, White engineers said. Aluminum can save 37 pounds a wheel, they said, or 370 pounds on a ten-wheel tractor, as one example.

Research at White also has taken pounds off engines by improving the ratio of horsepower to gross vehicle weight, the announcement stated. The 135-horsepower engine in one of the highway tractors develops one horsepower for every 296 pounds of gross vehicle weight when gross weight is 40,000 pounds.

A foreshortened front end has been used on another group of models. The length between the front of the bumper and the center line of the front axle has been reduced to 27½ inches.

Another series employs a revised weight distribution which shifts additional weight to a more rugged front axle, allowing more payload weight on the rear axle.

The constant effort of truck engineers to reduce weight and at the same time improve performance is "aimed to make today's trucks more useful than ever before, able to deliver more at lower cost," said J. N. Bauman, White's vice-president in charge of sales.

FORMATION of SLUDGE & VARNISH IN HYDRAULIC TRANMISSIONS

with

WARCO TRANSMISSION FLUID

FOR HYDRAULIC TRANSMISSIONS ON GENERAL MOTORS CARS

YOU can "chalk up" another happy motorist everytime you refill his hydraulic transmission with WARCO TRANSMISSION FLUID. By a special Warco "know how" this laboratory tested fluid will *positively prevent* the formation of sludge and varnish in hydraulic transmissions on all General Motors Cars.

For higher performance all year 'round, replace with a transmission fluid that has the same chemical and physical characteristics as original equipment fluid — WARCO TRANSMISSION FLUID. Available in quart and gallon cans. Also five gallon drums.

Ask your favorite jobber for Warco Transmission Fluid. If he does not have it yet — ask him to order you some. You will be glad you did not accept a substitute.

WARCO PROFIT WINNING ITEMS

WARCO Grade "A" Hydraulic Brake Fluid
WARCO Grade "A" Heavy Duty Brake Fluid
WARCO Shock Absorber Fluid No. 200
WARCO Knee Action and Shock Oil No. 100
WARCO Mo-Tun-Up — WARCO Liquid Radiator Flush
WARCO Rub-A-Lube — WARCO General Purpose Oil
WARCO Penetrant — WARCO Liquid Engine Seal
WARCO "K.O." Karb — WARCO Gasket Cement
WARCO Jack Oil — WARCO Liquid Radiator Seal
WARCO Windshield Cleaner

WARCO Replacement Universal Joint Boots
Warehouses: Herman J. Downey Co., Birmingham, Ala. Automotive Parts Distributors, Inc., Athens, Ga. 5704 Superior Avenue, Cleveland, Ohio. Automotive Service Industries, Inc., Dallas, Tex. West Coast Rep. M. L. "Budd" Cohen, Los Angeles, Cal.

Sole manufacturers of WARCO Grade "A" Brake Fluid

WARWICK LABORATORIES CO.
334-42 Cleveland Street, Brooklyn, N. Y.

WARCO — The Dr. Lane CHEMICAL LINE

White House Gets White Sidewalls

An order of 75 extra-strong white-sidewall tires has been delivered to the White House by the B. F. Goodrich Co. The tires will be used on the 15 heavy limousines in the White House fleet.

The tires were custom-built with the same tread—of "cold" rubber—and cured in the same molds as ordinary tires but construction is slightly different.

All-nylon cords were used and eight plies instead of six were specified for the 8.20-by-15 casings. For additional safety, the tires were equipped with puncture-sealing tubes.

Williams Promotes A. C. Pontius

A. C. Pontius has been advanced to assistant manager of the Automotive Tools Division of J. H. Williams & Co. He had been manager of the Buffalo district.

Pontius, who has been with Williams since 1926, will be responsible for the distribution of the complete line of automotive tools in the United States and Canada.

Camdenton Agency Sold

W. W. Sutsman and J. L. McCrory have purchased the Ford dealership in Camdenton, Mo., and will operate it under the name of Sutsman-McCrory Motor Sales Co. The firm was owned formerly by Leon Ellis.

Oklahomans Name Newport

Cal Newport of Hominy has been elected vice-president of the northeastern zone of the Oklahoma Automobile Dealers Association. He succeeds Paul Rowsey of Muskogee, who recently resigned that position.

A WAX JOB IN 90 MINUTES WHEN YOU USE *PRE-WAX CLEANER!*

$2.25
PER GALLON

Clean whole car in 60 minutes

Wax whole car in 90 minutes

A *faster, better* Wax job! You won't believe how much faster, easier and better a wax job can be until you try Advance Century PRE-WAX Cleaner before waxing. It leaves an extra clean surface to work on.

Wax then goes on smoothly, easily and polishes quickly to a high gloss. PRE-WAX Cleaner is not harmful to paint surfaces. Sold on a money back guarantee.

Get Advance Century PRE-WAX Cleaner from your jobber today.

Finished Job Bright Shining 2½ hours

Try these other fine wash rack products on a money back guarantee. Tire Dressings—White Sidewall Cleaners—Insect Remover—Car Washing Compound—Floor Mat Dressings.

JOBBERS—WRITE FOR TERRITORY OPENINGS
DEALERS—WRITE FOR FREE FOLDER

Advance

ESTABLISHED IN 1931

ADVANCE CENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.

Jobber News

(Continued from page 80)

5.—*What will it do for the customer?*

6.—*What does the salesman want the customer to do?*

As an assignment each student is asked to go through each sale keeping the six "Q's" in mind. He is asked to prepare a sales story for presentation in class carrying out the six "Q's."

How is your memory? If the sales manager has given you the five outstanding sales points for putting over automobile chains, can you remember them in the order of importance? At random Patterson called a man up to the platform and demonstrated how the five points could be mastered in their proper order within a few minutes. Another listing of 15 unrelated actions was made and again Patterson proved by another subject that memory could be trained by associations.

Most salesmen have their greatest difficulty closing a sale. For this reason Patterson discusses how to close and when to close a sale. To illustrate, he takes up the "assumptive close." Assume from the very opening of the sale that the customer is going to buy. There is no doubt or question in your mind that the customer is already sold on your product. He goes into the "minor issue close," in which the customer likes this, this and that feature but some minor detail, like color, makes him hold out. He teaches how this last difference may be overcome.

To follow up the features, highpoints and positive emotional tone of the sales clinic, Patterson has the owners of the companies attend the classes so that at monthly meetings they may remind, repeat and impress on the sales staff salesmanship techniques that pay.

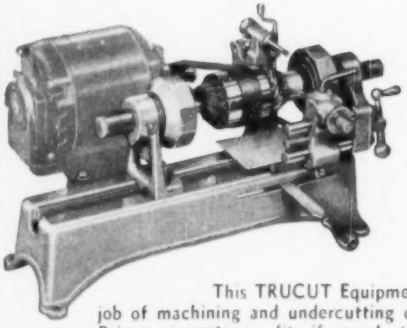
"It is difficult to measure in terms of increased business volume the good the sales clinic does," added Phelps of Phelps-Roberts Corp., "but there is no doubt of the enthusiasm the men come back with."

The sales clinic had sales representatives and owners present from Creel Brothers, Inc., Auto Parts and Machine Co., Inc., Witstatt's Radiator Service, Hare Brothers, Inc., of Bethesda, Md., Auto Accessories in Alexandria, Va., Miller-Dudley Co., Inc., E. J. Payne, Phelps-Roberts Corp., Roberts Brothers Co., Modern Machinists Co., George Meyerson, Inc., National Auto Parts, Inc., Hooven Co., Inc., Southern Distributors, Inc., and L. S. Jullien, Inc.

Rates for enrollment in the sales clinic are $15 each for one to five enrollments, $14 each for six to ten enrollments, $13.50 each for 11 to 15 enrollments, $13 each for 16 enrollments and up.

Get Extra Profits on
STARTER-GENERATOR WORK!

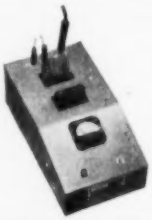
TRUCUT
ARMATURE
LATHE AND
UNDERCUTTER



USERS SAY:

"The TRUCUT lathe I am using is eight years old and I have spent less than one dollar a year for upkeep".
(name on request)

This TRUCUT Equipment does a perfect job of machining and undercutting commutators . . . Brings you *extra* profits if you do this work yourself instead of sending it out!



TRUCUT ARMATURE TESTER

Equipped with light circuit to test for grounds. Meter to indicate open and short circuits. 115 Volt, 60 Cycle AC. Dimensions 13½" x 7" x 6½" high. Finished in red. 0 to 30 Ampere Meter. Lamp furnished.

WRITE FOR CATALOG SA-4

CHECK THESE FEATURES

- Low Initial Cost
- No Costly Attachments
- No Maintenance Problem
- Trained Machinist Not Required To Operate
- No Time Wasted On Special Set-Ups
- Requires Only 14" x 19" Space

FRANK N. WOOD CO.
SINCE 1933
TRUCUT

344 W. Main Street • Waukesha, Wis.
Pacific Coast Address
1330 W. Olympic Blvd., Los Angeles 15, Calif.

SOLD ONLY THROUGH JOBBERS

Dallas Boosters Make Plans for Banquet

Plans are under way for a banquet on June 16 in Dallas, Texas, honoring the officers of Automotive Booster Club International. Henry Clark, president and member of B-6 in Atlanta, will attend and International Secretary Herb Cree of B-4 is expected to be present.

Regional Vice-Presidents Pete Kline and H. Gordon Payne have indicated they would attend and also A. A. "Art" Ways, past international president, will be present. Additional plans will be announced later, the Dallas Boosters said.

Stillwater Branch Opens

Stillwater Supply Co., a branch of Ponca Automotive, Inc., has opened at Stillwater, Okla. Gene Nooman is manager of the new firm.

ROCKET! ROCKET! ROCKET!

"88" Popularity Soars to New Highs!

Up . . . up . . . up goes the "Rocket" in public acclaim! From the day of its introduction, Oldsmobile's "Rocket 88" has been a popular car! Today, the "88" is far more than that! It's now a standout car—a standout in performance—in popularity—in sales leadership! What's more, Oldsmobile dealers look forward to an even greater future for the exciting "88" . . . *especially now that it offers a new one-piece windshield!* With its famous "Rocket" Engine, ultra-smooth Hydra-Matic Drive*, and sparkling Futuramic styling—the Oldsmobile "88" is truly *the* car of the year! That's why Oldsmobile dealers everywhere are demonstrating these facts as never before in the new, nation-wide "Make a Date with a Rocket 8" campaign!

*Hydra-Matic Drive, at reduced price, now optional on all models.

OLDSMOBILE

A GENERAL MOTORS VALUE

Sales personnel of the H. M. Cree Co., manufacturers' agents, gathered in Dallas, Texas, last month to discuss sales policies and programs for the year. Picture shows (l. to r.): Seated, Richard W. "Dick" Cree and H. M. "Herb" Cree, Sr.; standing, James R. "Jimmy" Gee, Ray T. Coffin, Jr., and Herbert M. "Bert" Cree, Jr.

Herbrand's NEW

CARBURETOR REPAIR SET

of special Van-Chrome Tools

It's easy to become expert at servicing and repairing carburetors . . . Let Herbrand's "mighty midgets" help you . . . Here, in a small, compact kit, are the job-proven basic tools for disassembly, assembly, and adjustment of all popular makes and models of carburetors.

All these new tools are of genuine Herbrand Van Chrome quality—Engineer designed, tough alloy steels, gleaming chromium plating, and fully guaranteed.

Basic Set No. CA-24½ contains 25 essential tools in metal box . . . $17.80, mechanics net.

DeLuxe Set No. CA-36½ (illustrated) includes a total of 37 tools in metal box . . . $29.70, mechanics net.

The Carburetor Set is Herbrand's current Tool-of-the-Month. See it at your Herbrand jobber, or write us for complete details.

SINCE 1881 Herbrand
VAN-CHROME TOOLS
. . . the finest money can buy!

Herbrand DIVISION OF
THE BINGHAM HERBRAND CORP. • FREMONT 8, OHIO

Six Technical Addresses Set for AERA Session

Six technical discussions on recent developments in engine rebuilding and speeches on the profitable operation of a shop will highlight the annual convention of the Automotive Engine Rebuilders Association at St. Louis, Mo., May 18-20.

H. B. Truslow of Richmond Auto Parts, Inc., Richmond, Va., will lead off the merchandising angle of the program with an address on "Do We Want or Need Specialized Shop Salesmen?"

"Shop Promotion and Advertising" is the subject of J. R. Riley, National Bushing & Parts Co., Minneapolis, Minn. David H. Nicholson, personnel director of Sunnen Products Co., St. Louis, will discuss the importance of personnel relationships and Al Evans of Ford Motor Co. will speak on "Where Are We Going?"

The technical discussions include: "Current Developments in Pin Fitting" by H. E. Campbell, Howard Campbell Co., San Antonio, Texas; "Descaling of Engine Blocks" by R. K. Brunk, Oakite Products, Inc., St. Louis; "Relationship of Piston Rings and Cylinder Finish" by B. A. Yates, McQuay-Norris Manufacturing Co., St. Louis; "Crankshaft Superfinishing" by George W. Yount, Eagle Machine Co., Indianapolis, Ind.; "Value of Power Wet Honing" and "Allowable Clearances for All Types of Bearings."

Robert G. Patterson, executive vice-president of AERA, will talk on "Excise Tax and the Economic Situation." Developments in the wage-and-hour law and how they affect engine rebuilders will be presented by J. Howard Reed, legislative counsel of Motor and Equipment Wholesalers Association.

A fleet owner's view of engine rebuilding and reconditioning will be presented.

More than 65 manufacturers have reserved conference-booth space and will participate in the 28th annual meeting.

"Everyone will enjoy St. Louis and its superb attractions," Patterson said.

The president of the Southwestern Automotive Wholesalers Association and four past presidents of Booster Clubs took time out for the photographer during the recent meeting of the association at Hot Springs. They are (l. to r.): Joe L. Estes of Winder, Ga., B-6; A. A. Freund of Kansas City, B-2; Pete Kline of Oklahoma City, B-37; Vernon Kleier of Winfield, Kan., the association president, and W. L. Poynter of Kansas City, also of B-2.

Southwesterners Picture Two Biggest Problems

By "Heck" Durward

WHOLESALERS from six states, members of Southwestern Automotive Wholesalers Association, meeting at Hot Springs, Ark., in semi-annual convention, agreed that the two major problems besetting the industry are the confusing interpretations of the wage-hour law and the need of finding a pattern to follow in maintaining a fair margin of profit in the face of a declining market.

The convention, in session at Hotel Majestic March 30 and 31 and April 1, was attended by jobbers from Arkansas, Oklahoma, Texas, Missouri, Kansas and Nebraska.

One of the wage-hour perplexities was "if and when" overtime must be paid store employees attending "out of hours" store meetings.

It was agreed that association members should appeal to members of Congress from their states to obtain an authoritative ruling from the wage-hour administrator in Washington clarifying the situation.

One interpretation as understood by the group was that if attendance at the meetings were strictly voluntary on the part of the employee, overtime would not be called for.

But the question arose as to what would be the status if business matters were discussed—apart from the social feature of the meeting.

James F. Flanagan, a member of the legal staff of the National Standard Parts Association, told the delegates that that question might have a bearing on whether overtime would be in order.

All of which, it was agreed, called for something definite from Washington.

Flanagan discussed the Robinson-Patman act—designed to prevent price discrimination as a protection to the small business man. He said the Federal Trade Commission might

Only HERBRAND has the MULTISCOPE

Mechanics everywhere are praising the MULTISCOPE for the time it saves in tracing and identifying mechanical troubles through sound. It works on the same principle as a doctor's stethoscope. By tracing the intensity of trouble sound, you can locate the source of trouble and identify it instantly by pitch.

Countless hours of unnecessary tear-down time can be saved by accurately diagnosing many troubles as soon as a car comes into garage for service. You can determine quickly whether a car has a bearing knock, piston slap, blown gasket, generator bearing trouble, body squeak, etc., with a Herbrand Multiscope #MS-1. See the Multiscope at your Herbrand distributor or write for complete details.

mechanics net $5.00

Every mechanic can afford a Multiscope at its extremely low price. "It is more expensive to be without it than to buy it", says Guy F. Wetzel, Field Editor of Automotive Digest.

Herbrand
DIVISION OF
THE BINGHAM-HERBRAND CORP. · FREMONT 8, OHIO

Herbrand
VAN-CHROME TOOLS
...the finest money can buy!

FLASH: Herbrand has been appointed tool supplier for the Indianapolis 500 mile race.

claim the right to "police" the jobbers and see that requirements of the law were obeyed.

Just how far they could go in paying bonuses was another subject discussed—another confusing regulation in connection with determining rate of pay.

The Robinson-Patman act supplements the Clayton anti-trust act and covers price discriminations by manufacturers and jobbers.

"Jack" Wiggins, executive vice-president of NSPA, said the association was endeavoring to have jobbers relieved of features of the wage-hour law to put them on an even footing with new-car dealers who have heavy returns from the sale of parts but are not bound by regulations affecting the parts jobbers.

"We want the car dealer put under the same regulations as the parts dealer," Wiggins said, "or take us from under."

He called attention to the money accruing to the automotive manufacturers from the sale of parts and equipment.

"Whit" Ruark, general manager of MEWA, cited "the declining margin of gross profit during a time when 'break even' point remains statistically high."

He suggested three basic means of meeting the situation: Jobber analysis of the cost of handling various types of merchandise, putting greater stress on the sale of types of merchandise carrying a fair profit rather than on goods carrying short margins of profit, and halting any practice of throwing away part of the profit margin by cutting prices in order to make a sale.

Ruark said he did not anticipate that prices would drop to the previous lowest plateau and said that one means of solving the problem would be an understanding between the manufacturers and the jobbers and that the problem be tackled on a mutual basis.

He advised that fixed expenses be reduced as much as possible, that efforts should be made to sell additional units to compensate for decline in prices, but that volume decline expenses should follow suit, so far as possible, on a proportionate basis.

The association will hold its fall session at Kansas City Sept. 22-25.

Verne Kleier of Winfield, Kansas, is president, Ray Ewalt of Topeka is vice-president and Grant Wagner of Hutchinson, Kansas, is secretary-treasurer of the association.

The "lady" on the right here is none other than Jess Landers of Landers Automotive, San Angelo, Texas, in the title role of "Aunt Silly" in a playlet produced by the San Angelo American Legion post, of which Landers is commander. "Aunt Silly's" companion is Tom Callier of Waco, Texas, du Pont paint representative. Landers created the illusion of a bosom by carrying an apple in each shirt pocket under the dress. He has been tempted to keep the disguise handy around Landers Automotive so he can more easily avoid peddlers.

EIS Super 40

Hydraulic Brake Fluid

Met and surpassed SAE specifications 8 years before they were made. In 1939, we improved our then called Super Duty — introduced it in 1940 as Super 40 — Tomorrow's Brake Fluid — Today! (SAE specifications were adopted in Dec. 1946.)

EIS Super-40 and Super-50

BRAKE FLUIDS

meet or exceed SAE specifications

They're performance proved for quality and safety for over 17 years. EIS Super Brake Fluids are unaffected by extremes in temperature . . . prevents vapor lock . . . will not corrode metal or rubber. They're non-evaporating, contain no acid or water. Mix perfectly with all other approved brake fluids.

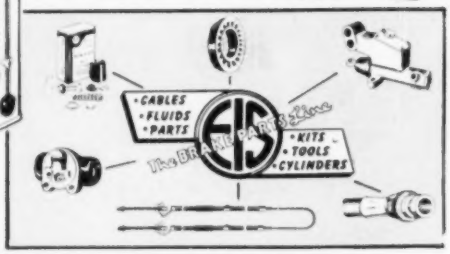
You can place the same trust and confidence in EIS brake fluids as you have in EIS widely accepted line of Hydraulic Brake Parts.

S. A. E. Moderate

S. A. E. Heavy-Duty

PACKAGED TO MEET EVERY NEED

Merchandised in a complete range of sizes from 3 oz. refills to 55 gal. drums.



Ask your jobber or write direct

EIS AUTOMOTIVE CORP., Middletown, Conn.

NSPA Issues Revised Product Guide

The largest edition of its Reference Guide of Products and Producers has been distributed to members by the National Standard Parts Association. The edition contains 192 pages and lists about 1,300 product classifications.

The first section lists manufacturers' names, addresses, officers and products and includes space to write in regional representatives. The second section, printed on a different color of paper, lists the product classifications.

Roanoke, Va., Group Formed

Old Dominion Automotive Booster Club No. 35, Richmond, was successful in laying the groundwork for a wholesalers' association in southwestern Virginia through the medium of a jobber-Booster meeting held March 18 at the Roanoke Hotel in Roanoke, Va., B-35 President A. Patrick Gannon reported. A tentative committee of wholesalers was formed to contact jobbers throughout the Roanoke area.

Camden Store Opens

Westbrook-Reynolds Co. of Texarkana recently opened a branch at 504 South Adams St., Camden, Ark. R. L. "Bob" Westbrook, who has been in the automotive business 15 years, is vice-president and general manager. He will be assisted by his brother, Bowden Westbrook, and James Culpepper.

Naylor Sets Up Branch

A branch of Auto Spring and Supply Co. has been opened at Abilene, Texas, under the management of "Dickie" Naylor, Dick Naylor of Wichita Falls announced. E. "Bab" Gray will work the city territory.

Smith Heads Wavewash Sales

Murl L. Smith is now sales manager of the Wavewash Car Washer Division of Phillips Pump & Tank Co., Cincinnati, Ohio. He was formerly manager of the Midwest Division of American Chain and Cable Co.

Listerman Rejoins K-D

Walter Listerman has rejoined K-D Lamp Co. as assistant to the sales manager. He was associated with K-D several years ago as salesman in Kentucky and several other states.

Kester Solder

Kester Acid-Core Solder is made only from newly mined grade A tin and virgin lead. The tin-lead content was established by the trade as the alloy that would give the best results.

Dependable Quality

The same top quality year after year. Kester Solders — acid-core, special radiator flux-core, and body solder — can be relied upon to do the job right.

Saves Time

The boys back shop will not consider anything but Kester. They know it is faster and easier to use . . . makes the best solder bonds.

KESTER SOLDER COMPANY
4201 Wrightwood Ave. • Chicago 39, Illinois
Newark, New Jersey • Brantford, Canada

Send for free 20-page booklet: "Soldering Simplified"

KESTER SOLDER

The Mechanics Standard since 1899

More than 12,000 parts and service men from New Orleans, southern Louisiana and the Gulf Coast attended this Shaler Rislone meeting in New Orleans recently. A. C. Suhren, Sr., of A. C. Suhren Corp., New Orleans, introduced Floyd Stevenson of the Shaler Co., who was the principal speaker. District Manager R. A. "Bob" Clark also spoke. The meeting was sponsored by the following jobbers of the greater New Orleans area: Auto Electric & Brake Service, D. & R. Auto Supply & Tire Co., Dixie Electric & Auto Parts Co., Excel Automotive Supply, Marcel Auto Parts, Marcomb Marine Supply, New Orleans Auto Supply Co., Rykoski, Inc., A. C. Suhren Corp. and Weaker's, Inc.

•

Hutchison Heads Sales Of Dieterich Products

D. A. "Hutch" Hutchison is now general sales manager of Dieterich Products Corp., manufacturer of Karvisor exterior windshield shades.

Hutchison, who was formerly with Sterling Tool Products Co., will head a new sales program which includes additional work with jobbers and the introduction of new products.

Atomized Selects Texan

Alton Sales Co., 2549 Elm St., Dallas, Texas, has been appointed southwestern representative for Atomized Materials Co., manufacturer of Kwik-Metal. G. R. Lupton, I. W. Klumb and D. A. Sterling will call on the trade.

Schoellkopf Sells Branches

Control of two stores operated by The Schoellkopf Co. has changed hands. The Corsicana, Texas, store was sold to Hubert Lee, vice president and general manager of the Wadel-Connally Co. of Tyler. Jack Durrett of Tyler Service Parts bought the Sherman store.

JOBBERS

HERE'S A NATURAL FOR YOUR SPRING PROMOTION

4 GREAT ARROW ASSORTMENT DEALS ARE NOW AVAILABLE

No. 9 on GENERATORS
No. 10 on STARTERS
No. 11 on ARMATURES
No. 12 on ARMATURES

To help you promote these deals you can extend BUDGET TERMS, we will back you up with a SPECIAL DATING PLAN . . . *and we have a deal for your salesmen too!*

START SELLING DEALS NOW for Immediate Profit and to cash in on terrific FUTURE REPEAT BUSINESS.

MAIL YOUR ORDER TO US TODAY!
Immediate Delivery — Full Transportation Allowed

GENERATORS STARTERS ARROW ARMATURES FIELD COILS
ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

Virginia-Carolina Sampling Shows Sales Off by 11.32

"Most of the jobbers represented showed some concern over the drop in sales for the year 1949 over the year 1948, as well as the much greater drop in net profit."

That statement came last month from Bruce B. Cameron of Wilmington, N. C. (MacMillan & Cameron Co.), in a report on the semi-annual meeting of the Virginia-Carolinas Automotive Wholesalers Association, held in Greensboro, N. C., in March.

Came on, who was secretary and is now vice-president of the association, said:

"A survey conducted among the members indicated that the average jobber in this group had a 11.32 per cent decrease in sales, 11.2 per cent drop in inventory, one per cent drop in gross profit, 1.7 per cent drop in net profit before taxes; 57 per cent of the jobbers quoted sales in 1950 running behind 1949; 18 per cent were about even with 1949; 25 per cent were ahead.

"It was the consensus of this group that jobbers should analyze very carefully the lines which they are handling with respect to the following points: diminishing gross profit, freight rates frozen at some date in the past, cash discount not less than two per cent.

"I believe that this group will look with more and more displeasure upon lines not coming up to standard in the abovementioned points.

"To sum the things up, the boys did not make as much money as they did last year and they would like very much to halt the trend this year. We feel that many manufacturers have gradually chiseled the profit structure by the use of the above, as well as the use of a net cost sheet, instead of a straight discount."

Texan Invites Them To Park Indoors

Inside parking facilities for customers are now offered by Auto Parts Service, Brownsville, Texas, in its new location at Ninth and Washington.

Partners Bill Coleman, John Hitt and Melvin Shirley said that as far as they knew the firm was the only one in The Valley offering inside parking along with other jobber services.

48% PROFIT FOR YOU!!

(PLUS YOUR SERVICE CHARGES)

ON AN INVESTMENT OF LESS THAN $120

WITH ARROW'S SENSATIONAL GENERATOR DEAL

Deal No. 9 (illustrated) consists of 9 ARROW SELECT QUALITY Generators — 3 for Ford & 6 Universals — covers 85% of the cars on the road — set up in a sturdy, automotive type steel bin which is included FREE OF CHARGE.

- **Have a complete generator stock available for immediate service on all popular cars at all times.**
- **No lost sales because jobber is closed when you need a generator. Assortment #9 provides small diversified stock to meet all calls.**
- **Famous Arrow Quality assures you of selling a dependable generator and you make a substantial profit.**

Mail your order to us today — it will be delivered and billed at $119.95 by your jobber. Attractive budget plan if you desire.

A SIMILAR DEAL IS AVAILABLE ON STARTERS AND ARMATURES. WRITE FOR DETAILS.

GENERATORS STARTERS **ARROW** ARMATURES FIELD COILS

ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

Richmond Organization Planned

Efforts at creating a wholesalers' association at Richmond, Va., are being pushed actively by A.B.C. No. 35, President A. Patrick Gannon reported. A meeting of wholesalers and Boosters was arranged late last month, with several prominent speakers on the program.

Buck Fowlkes and **Jack Shafer** have taken over city territories for **Auto Parts Co.**, Dallas, Texas, Secretary **S. M. Marshall** reported. Fowlkes was formerly on the counter and Shafer was in the office.

* * *

Finnie's Auto Parts, Orlando, Fla., has purchased **Rambo Auto Supply Co.**, according to **H. A. Finnie**, owner.

'51 Southwest Show Planned At Oklahoma City in April

April 26 to 29, inclusive, have been selected as dates for the Ninth Annual Southwest Automotive Show, it was announced following a meeting of the board of directors in Dallas on April 7.

The announcement was made in the form of a letter to exhibitors in the Eighth Show, held last March in San Antonio, and signed by C. H. Mountjoy, president of the Eighth Show. W. H. Vick, head of the automotive department of the Oklahoma City Hardware Co., was elected Ninth Show president at a meeting of the new board during the San Antonio show.

Oklahoma City's accommodations for next year's show are more than satisfactory, according to Mountjoy, who explains:

"The Municipal Auditorium in Oklahoma City is an ideal exhibition hall, and the number of first-class hotel rooms already committed assures adequate housing accommodations. As was the case in San Antonio, this coming show will be the first ever to be held in Oklahoma City.

"For this reason, practically all of the trade within a wide radius of Oklahoma City will be intensely interested in attending. We expect to draw not only from the Southwest, but also from Kansas and Missouri. Jobbers in the larger cities of the Southwest already have offered their active support to this forthcoming event. The only conclusion that can be drawn from the above facts is that our 1951 show will be just as successful, if not more so, as any of our shows in the past."

The letter thanked exhibitors and associates for their cooperation and expressed the hope that increased business would result from a better knowledge of products obtained in San Antonio.

Mountjoy also expressed the opinion that a total registration of 10,300, tabulated as such after conclusion of the San Antonio show, should be multiplied by two on the assumption that the average registrant attended the show for two days. He broke down registration at the show approximately as follows:

Sponsoring jobbers	1,250
Non-sponsoring jobbers	1,150
Garagemen	1,987
Car dealers	1,097
Service-station operators	927
Fleet owners	830
Other industry guests (including mechanic apprentices)	2,190
Exhibitor personnel	296

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GLASER'S "BIG 4" TURN BODY DENTS INTO PROFITS FOR YOU.

GLASER BODY SOLDER is the most popular extruded Body Solder across the country. Why? Because of its exclusive alloying process and special ingredients, Glaser Body Solder "S-p-r-e-a-d-s like butter", stays plastic longer after the torch is removed—enabling the mechanic to bring out smooth contours and feather-edge it. Result: time, labor and solder saved—better jobs. Only GLASER BODY SOLDER has these outstanding advantages, yet costs no more than ordinary 30/70 Body Solder. *Accept no substitutes:* ask for GLASER BODY SOLDER by name.

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Radiator Acid Core or Solid Wire Solder
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GLASER 2-in-1 HOT TINNING STICK—A patented Glaser development. Revolutionizes body, fender and babbitting work. Cleans and tins all metals, *including aluminum* in one swift operation. Same composition also in powder form.

GLASER ACID CORE SOLDER—The finest acid core solder made. Puts speed into every job. Positive in action—turns out more work.

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Get the perfect shop score . . . PROFITS, ECONOMY and SPEED . . . with Glaser—The "best" in Solders, Tinning Compounds, and Babbitt Metals. Order Glaser, by name, from your jobber today.

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GLASER LEAD CO., INC.
21—31 Wyckoff Avenue, Brooklyn 27, N. Y.

OUR 28th YEAR OF DEPENDABLE SERVICE TO AMERICAN INDUSTRIES

Handwerg Heads Radio Sales

Howard C. Handwerg has been appointed national merchandising manager of the automobile radio division of Motorola, Inc. He joined the firm in 1941 as district representative in the Mid-West. Handwerg was formerly with Johns-Manville Sales Corp.

Voss-Hutton Branch Moves

The Hot Springs, Ark., branch of the Voss-Hutton Co. has been moved to 612 Ouachita Ave., where there is more space for larger stocks and drive-in parking in front. Dan Reinheimer is manager of the branch and J. B. Pearson is territory salesman.

Southeastern Jobbers Plan For Conference in Atlanta

JOBBERS from all over the Southeast will be heading toward Atlanta for the 1950 conference of the Southeast Automotive Show, Inc., May 15-16 at the Biltmore Hotel.

"The conference will deal with topics that are vital to all jobbers today and there is every indication that attendance will be good," said Arnold J. Siegal of Birmingham, Ala., show president.

"Some 30 to 40 topics were submitted by southeastern jobbers and the most pertinent were incorporated in our two-day conference program. Competent speakers will outline these subjects and each will be followed by an open forum."

Plans for the 1951 Southeast Automotive Show will also be considered. Because of a conflict between the

Mr. Siegal

dates set for the Southwest Show and the Pacific Show, the Southeast Show was requested to change its 1951 dates from April to May. Dates for the show are now set for May 17-20 in Birmingham, Ala.

Officials of the Southeast and Southwest shows are sponsoring a meeting of regional show officials and heads of national automotive associations in Chicago this month in an attempt to work out the most satisfactory regional show schedule.

M. D. "Buck" Taylor of Taylor Parts & Supply Co., Andalusia, Ala., will be master of ceremonies for the opening session of the Atlanta conference.

After the addresses of welcome, Ira Saks of Accurate Parts Manufacturing Co. will lead off the discussions with an address on "Motor Car Manufacturers' Rebate Program."

Other topics for the opening day include: "Squeeze on Jobber Profits" by H. B. Truslow of Truslow Auto Parts Co., Richmond, Va.; "Manufacturer-Jobber Relations" by B. W. "Whit" Ruark, general manager of MEWA; "New Wage and Hour Regulations" by J. L. "Jack" Wiggins, executive vice-president, and H. T. Halfpenny, legal counsel, of NSPA; "Wholesale Merchandising" by Charles S. Rogers of P. & D. Manufacturing Co. and "How to Make Money Out of Your Machine Shop" by R. G. Patterson, vice-president of MERA.

The morning session on the second day will open with a presentation of the "Get It from Your Jobber" program by T. Faxon Hall of Walker Manufacturing Co. Hal Hamby of Charlotte, a representative of the Virginias-Carolinas Automotive Wholesalers Association, and Nathan M. Roberts, executive secretary of the Automotive Wholesalers' Association of Alabama, will discuss the advantages of a local wholesale association.

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that will do four different jobs better, at lower cost!

NOW, with one material, Oakite Penetrant, can do all four jobs better, faster, at lower cost.

1. Degreasing parts before repair.
2. Steam-cleaning motors and chassis.
3. Washing floors and work pits.
4. Conditioning cooling systems.

When writing for further details, ask also about such other Oakite automotive cleaners as No. 32 for descaling of cooling systems; No. 71 for soaking up oil and water deposits on floors; No. 70 for streak-free washing of bus and truck bodies. No obligation. Oakite Products, Inc., 52G Thames St., New York 6, N. Y.

FREE BOOKLET!
36-page Oakite Automotive Service Guide tells how to improve *all* your cleaning. Write for FREE copy!

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OAKITE

SPECIALIZED INDUSTRIAL CLEANING
MATERIALS • METHODS • SERVICE

Representatives of wholesale accounts of Roberts Brothers Co., Washington, D. C., are shown at a recent meeting on Carter Carburetor merchandising. The men are pictured in front of a billboard which will be one feature of a sales campaign to be sponsored by about seven wholesalers and 60 distributors in the Washington territory.

•

using an old-fashioned parts cleaner?

CLEAN THE MODERN WAY

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NO BRUSHING
NO SCRAPING
NO HEATING
NO DILUTION

Don't waste your time scrubbing metal parts when you can clean them faster and better with one dip in Bendix* Metalclene. It lifts the grime from the dirtiest parts—large or small—without brushing or wiping. And you save money, for Metalclene keeps its strength. Clean the modern Metalclene way today.

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SOUTH BEND 20, INDIANA
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Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

Old Dominion Boosters Plan Jobber Party

Old Dominion Automotive Booster Club B-35 at Richmond, Va., will hold a joint meeting and party with jobbers in the tidewater sections of Virginia, North Carolina and Maryland on June 9-10 at the Chamberlin Hotel, Old Point Comfort, Va.

"A banquet is planned for Friday evening, with a cocktail hour, dinner and floor show," said Robert H. Clark, publicity director for the Boosters. "Saturday there will be a baseball game between the jobbers and Boosters, swimming and other recreation."

Dallas Automotive Opens

Curtis Duty, C. J. Cotton, Nelson Thornton and Ed Marder have opened a jobbing business at 4155 McKinney Ave., Dallas, Texas. The firm is known as Greater Dallas Automotive.

Tom Blanton, who had been traveling the northeastern Texas territory for **Auto Parts Co.** of Dallas, Texas, has resigned and moved to western Texas because of his wife's health. He has been succeeded by **Johnny Almond**, formerly in charge of the shipping department.

(More Jobber News on page 176)

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makes the men who "KNOW HOW"!

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FACTS!

1. In this issue over 300 advertisers are placing their announcements before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 28,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cites.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal
ATLANTA, GEORGIA

ANDREWS SUPER (Heavy Duty) CONTACT POINTS

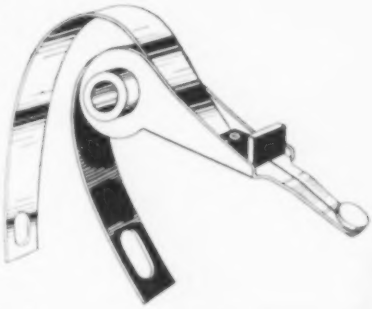
for Longer Life — Easier Starting

Smoother Operation

The Andrews Super (Heavy Duty) Contact Point permits a higher amperage operation without excessive overheating and oxidation. The *greater surface area* of the tungsten disc quickly dispels the intense heat created when the points "break."

Good points mean good service . . . Use the new Super Contact on your next ignition job.

Customer Satisfaction Since 1921



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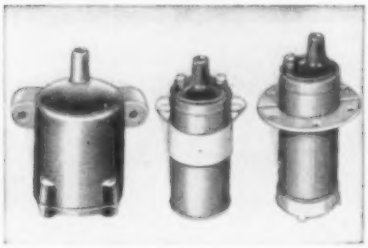

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IT'S NEW!
A DUAL PURPOSE ALIGNMENT MACHINE..... FOR PASSENGER CARS AND TRUCKS TO 3½ TONS

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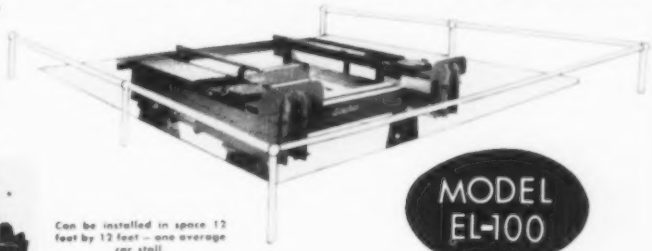

Can be installed in space 12 feet by 12 feet — one average car stall

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HELPFUL BOOKLETS FREE

101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kielen Avenue, St. Louis 20, Mo.

103. FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

104. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

105. AIR BRAKE BULLETIN—Discusses the three Wagner Air Brake Systems, with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-50-B. Wagner Electric Corporation, 6364 Plymouth Avenue, St. Louis 14, Missouri.

109. AMMCO "SKILL-BUILT-IN" MOTOR RECONDITIONING TOOLS AND EQUIPMENT — Catalog pages showing famous AMMCO line of profitable motor service equipment. Amazing new ridge reamer, all-purpose small bore hone, cylinder surfacing hone, piston ring file, self-lubricating cylinder grinder, hydraulic brake cylinder hone, con rod aligners, tension indicating wrenches, and line-boring machine for main and cam-shaft bearings for all cars and trucks. Ammco Tools, Inc., 2104 Commonwealth Avenue, North Chicago, Ill.

111. PERMATEX FORM-A-GASKET MANUAL will contain many illustrations of important equipment on which the three types of Form-A-Gasket have been used. It, of course, emphasizes the differences between Form-A-Gasket Number 1, Number 2 and Aviation Form-A-Gasket. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

114. AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "tuffies"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

116. GOOD IGNITION by Delco-Remy—A 20-page 9½x11 inch booklet covering the operation and maintenance of Delco-Remy ignition equipment. Contains 78 pictures. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

117. PLENTY OF IDEAS for tuning up service stations repair shops and car dealerships are to be found in the "Bear Idea Book". This 50-page book contains hundreds of the latest ideas on building modernization, on equipment arrangements, on station and shop layouts, and on merchandising displays. Bear Manufacturing Company, Rock Island, Ill.

119. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

122. INSTRUCTION BOOKS and technical data on the operation of Bear automotive wheel alignment frame straightening, wheel straightening, and wheel balancing equipment. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124. McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

126. DELCO-REMY REGULATORS—A 20-page 8½x11-inch booklet covering the operation and maintenance of Delco-Remy regulators. (71 pictures.) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Ind.

127. HOW TO BLEED AND REFILL HYDRAULIC BRAKE SYSTEMS—Handy pocket-size booklet contains helpful service instructions. Describes and illustrates latest equipment and methods used in bleeding and refilling hydraulic brake systems. Send for your copy of HU-17E now. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Mo.

131. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also car record books for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

132. CATALOG NO. 45E—Automotive Electrical Products, showing complete line of replacement parts for autos and trucks. Andrews Mfg. Co., 6315 Maple Ave., St. Louis 14, Mo.

133. CATALOG NO. 500I—Featuring the 200 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134. STREAMLINER CATALOG — Makes servicing easier on front end parts. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS. Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Missouri.

136. McCORD MUFFLER CATALOG—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

137. DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures.) A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

139. BUELL AIR HORNS—Again available. Here's good news for the fleet owner, trucker, motorist, and boat owner . . . Buell Air Horns and Air Compressors are back from the war, having served on PT Boats and Coast Guard cutters, fighter and bomber planes. Buell Mfg. Co., 919 West 49th Place, Chicago 9, Ill.

141. THE FULL POWER STORY and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.

142. CATALOG NO. 45C—Automotive Cable Products by firm celebrating 25th anniversary manufacturing ignition and battery cables, wiring harness and other cable products. Andrews Mfg. Co., St. Louis 14, Mo.

144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK — a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

146. NEW "THREE-IN-ONE" cleaning material described in a free 20-page booklet. A fine white powder, completely soluble in water. Oakite Tri-San performs important jobs of 1. deodorizing, 2. cleaning, 3. disinfecting on floors, in washrooms, rest rooms, interiors of buses and food delivery trucks—all in one operation. Has no odor, leaves none. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

149. DRIVE SHAFT BUSHING AND SEAL ASSEMBLY for all Chevrolet cars, pick-ups and most GMC pick-ups—pamphlet fully describing this unit, with cut-away illustrations showing construction. Manufactured by National Machine Works, P. O. Box 4305, Oklahoma City 9, Okla.

150. VAN NORMAN CONDENSED CATALOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Division, Springfield 7, Mass.

160. NEW BLACKHAWK PORTO-POWER CATALOG NO. P 46, AND PRICE SCHEDULE—Includes "catalog of uses", covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 619, Milwaukee 1, Wisc.

161. WHIZ CATALOG NO. 47-C—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

162. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 8, Ohio.

164. AIRTEX FUEL PUMPS AND GASOLINE FILTER-DAMPER—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Filter-Dampers. Catalog AX58. Airtex Automotive Division, Chelford Master Mfg. Co., Inc., Fairfield, Ill.

169. WILLARD SERVICE EQUIPMENT—Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. WILLARD STORAGE BATTERY COMPANY, 246 E. 131st Street, Cleveland 8, Ohio.

172. WILLARD DRY BATTERIES—"A" and "B" Power Packs, "B" and "C" Power Packs, "A" Batteries, "B" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data. Willard Storage Battery Company, Cleveland 8, Ohio.

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180. THE LAMSON NO. 47-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 35th St., Cleveland 3, Ohio.

185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

186. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

192. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

197. SPARK PLUGS—Specification wall chart for passenger cars to 1949, with pocket containing new revised "Plug-Chek" indicator and data book to assist service men in diagnosing spark plug problems by comparison with plugs removed from cars on service floor. Electric Auto-Lite Company, Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

202. TECHNICAL MANUAL—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

203. POROUS CHROME PISTON RINGS—A 4-page folder answering pertinent questions concerning Porous Chrome—the newest development in piston rings. Koppers Company, Inc., Piston Ring Division, P. O. Box 626 Baltimore 3, Maryland.

204. AMERICAN HAMMERED PISTON RINGS—A five color descriptive catalog covering American Hammered Piston Rings and Koetherizing. Included with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

205. UNDERBODY COATING PROFITS—A leaflet describing the new Aro Drum Pump that makes underbody coating service easier and more profitable. The Aro Equipment Corporation, Bryan, Ohio.

206. NEW SUPREME LINE OF ARO LUBRICATING EQUIPMENT—An 8-page folder showing and describing many unusual features of this ultra-modern line. The Aro Equipment Corporation, Bryan, Ohio.

207. SEE YOUR LUBE DEPARTMENT AFTER MODERNIZATION—A folder which shows sixteen modern lubrication departments with various types and arrangements of Aro Equipment. The Aro Equipment Corporation, Bryan, Ohio.

208. MOST PROFITABLE AUTOMOTIVE SERVICE—An interesting broadside on lubrication service and the modern Aro Equipment that helps to make it pay two profits. The Aro Equipment Corporation, Bryan, Ohio.

209. NEW AIR TOOLS FOR PROFITABLE SERVICE—A 24 page, illustration catalog showing the new line of Aro Air Tools specially designed for automotive service. The Aro Equipment Corporation, Bryan, Ohio.

210. AIR POWER IS EARNING POWER—A leaflet showing the many profitable advantages of Aro Air Tools and Tool Kits for automotive service. The Aro Equipment Corporation, Bryan, Ohio.

211. QUICK EASY CONNECTIONS TO YOUR AIR LINE—A folder on Aro Speed-Couplers which shows how to save time, steps and money in your shop. The Aro Equipment Corporation, Bryan, Ohio.

216. "BEHIND THE SCENES"—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

218. P & D GENUINE IGNITION PARTS—Catalog No. 47—Over 80 pages fully describing the complete line of starting, lighting and ignition replacement parts and coils for automobiles, trucks and buses. P & D Mfg. Co. Inc., 19-92 Steinway St., Long Island City N. Y.

222. "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

225. CONDENSED CATALOG 220—This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co. Lancaster, Pa.

231. STEAM CLEANING—A 12 page illustrated booklet describing the Oakite vapor steamcleaning unit, including data on construction, engineering specifications, models available and job applications, all factually presented in concise form. Oakite Products, Inc., 152F Thames St., New York 6, N. Y.

233. NEW 36-PAGE BLACKHAWK WRENCH CATALOG NO.247—Lists socket, box-type and open end wrenches and sets, including new "Nugget" double-duty drive socket wrenches. Blackhawk Mfg. Co., Milwaukee 1, Wisconsin.

235. UNITED STATES ELECTRICAL TOOLS. A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers, etc. United States Electrical Tool Co., 1950 Findlay, Cincinnati 14, Ohio.

249. CATALOG NO. 47A described in detail car application data on generator and starter armatures as well as field coils. This catalog is very comprehensive, contains valuable interchangeability data and other pertinent information on all passenger cars through 1947 as well as listing generator and starter armature applications for the popular trucks.—Arrow Armature Co., 15 Fordham Road, Boston 34, Mass.

250. CATALOG NUMBER 47G describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1947.—Arrow Armature Company—15 Fordham Road, Boston 34, Massachusetts.

254. COIL SPRINGS. A listing of replacement coil springs for all car models up to 1946. Ask for catalog 4-P. William & Harvey Rowland, Inc., Tacony & Lewis Streets, Philadelphia 24, Pa.

257. RUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1724 London Ave., Cleveland 12, Ohio.

259. BUELL PROFIT PLAN—A descriptive outline of a unique merchandising plan for Buell Air Horns that offers big profits for auto, truck and boat dealers. Buell Mfg. Co., 919 West 49th Place, Chicago 9, Illinois.

260. FACTS ABOUT IGNITION CONTACTS—This booklet tells how design, materials, fabrication methods and manufacturing precision affects the function of this vital electrical part. Many hints on the curing of ignition ills are given. Write Echlin Mfg. Co., 242 East St., New Haven 5, Conn.

262. OIL FILTER MERCHANDISER—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools . . . the Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

263. HAND TOOL CATALOG NO. 557—90 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.

267. AUTOMOTIVE BEARINGS—Catalog 48-CB—a 44 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

268. STEAM DETERGENT CLEANING—A review of the theory and application of industrial steam detergent cleaning. In addition to listing many tasks for which steam detergent cleaning has demonstrated exceptional effectiveness, this booklet supplies interesting data on types of steam cleaning equipment, specific detergent, preparation of solutions, and use of steam cleaning units for stripping paints, lacquer, enamel and other finishes.—Oakite Products, Inc., 152-F Thames St., New York 6, N. Y.

270. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS—What you should do to help your customers—the inside story of engine cooling—cooling system trouble—what to do when engines overheat—how to sell cooling service—these topics fully covered in a four color 16 page booklet by Warner-Patterson Co., 20 S. Michigan Avenue, Chicago 3, Ill.

271. RADIATOR CORES—A 32-page book, No. 120, of replacement cores for passenger vehicles, busses, trucks, tractors, and industrial equipment. It contains specifications, prices, and dimension diagrams for ordering. Lake Auto Radiator Mfg. Co., 5001 Euclid Ave., Cleveland 3, Ohio.

272. FREE CATALOG BULLETIN NO. 1900 describes Blackhawk's new "portable lift", the J-17 LIFT-POST Hydraulic Jack. Blackhawk Mfg. Co., Milwaukee 1, Wisconsin.

274. BRAKE LINING BONDING—A 6-page bulletin compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoes. Asbestos Mfg. Co. Dept. E. N., Huntington, Ind.

277. ELECTRICAL SWITCHES—The 1948 Cole Hersee line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole Hersee Company, 20 Old Colony Avenue, Boston 27, Mass.

279. LIQUID SOLDER USES FOR BODY REPAIR—An attractive legart envelope-stuffer folder describing the uses in the body repair shop, of the new KWIK METAL solder. Folder describes the fool-proof uses of the new metal filler that applies like putty and hardens almost immediately into metal. Atomized Materials Company, Magee Building, Pittsburgh, Pennsylvania.

293. MICHIGAN ENGINE BEARINGS CATALOG 47B complete information on connecting rod bearings and crankshaft bearings. Tables list part numbers, dimensions and tolerances for all popular makes of cars and trucks. Detailed interchangeability tables also included. Detroit Aluminum & Brass Corp. 3975 Christopher St., Detroit 11, Michigan.

294. NEW 1949 BRAKE LINING CATALOG simplified and condensed with alphabetical listings of cars, trucks, buses and taxi cabs. Data also includes part numbers, prices covering Blue Ribbon Grooved sets, as well as Standard Sets & Rolls table attached. Gatke Corporation, 228 N. LaSalle St., Chicago, Ill.

298. AUTOBODY TOOL CATALOG showing illustration and descriptions of the full line of Stream Line Hammers, Dollies and Miscellaneous Tools. Stream Line Tools, Inc., Conover, N. C.

297. FREE SOLDER LITERATURE—A four page folder, "Some Properties of Soft Solders," offered gratis. Included are facts which will enable the reader to choose better the solder suited to his work at hand—melting point data, tables on joint strengths, sustained load values, etc. Write FEDERATED METALS DIVISION, American Smelting and Refining Company, 120 Broadway, New York 5, N. Y.

298. AIR IMPACT TOOLS—Full details and prices on these new air tools. Bulletin 813 for capacities to ⅝". Bulletin 2096 for heavy jobs such as Spring U-Bolts, tractor treads, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.

300. THE RICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 28 page catalog of exhaust deflectors, rear view mirrors, inside door handles and many other quality automotive accessories and parts. Richlite Mfg. Co., 2326 Indiana Avenue, Chicago 16, Illinois.

301 BONDING VS. RIVETING. Four page bulletin listing the advantages and disadvantages of bonding in comparison with riveting replacement brake lining. GATKE CORPORATION, 228 North La Salle Street, Chicago 1, Illinois.

More Jobber News

(*Continued from page 172*)

Cowie Has Shaler Meeting

The E. S. Cowie Electric Co., Amarillo, Texas, last month held a meeting to present the 1950 sales plans of Shaler Rislone to its accounts. Several prizes were given.

Morris Takes on Miley

Add Morris of Manufacturers Parts Warehouse, Kansas City, Mo., now represents the Miley brake line in Kansas, Nebraska, Iowa and the western half of Missouri.

Burk Represents Monroe

B. B. Burk Co., Dallas, Texas, has been appointed representative for Monroe Auto Equipment Co., B. B. Burk announced last month.

Allan Heads Powell Sales

Allan Cary is now sales manager of Powell Muffler Co., Utica, N. Y. He was formerly sales manager of Pratt Industries.

Holzenthal Sells Batteries

Emile Holzenthal is now sales representative for Prest-O-Lite Battery Co. in the New Orleans district, which includes Louisiana and parts of Alabama and Mississippi.

Don Aitken is now covering the southern Texas territory for **Lawson-Abbott Co.** He will headquarter at 2815 Navigation in Houston.

* * *

Morris Hano is now in charge of counter sales for **Landry's Automotive Parts**, Hammond, La.

Elected at the convention of the Automotive Wholesalers' Association of Alabama were (l. to r.): Seated, Lee W. Meriwether, reelected treasurer; W. E. McCleskey, retiring president, and his successor, M. D. "Buck" Taylor; E. D. Henley of Birmingham; standing, Nathan M. Roberts, executive secretary, and these directors: J. R. Williams of Decatur, Earl Slye of Ensley and Arnold J. Siegal of Birmingham. The meeting was at Montgomery.

Alabama Sessions Feature Closed-Conference Talks

Answers to a variety of problems facing them today came last month from the 50 members who attended the closed-conference type of forum discussion which featured the spring convention of the Automotive Wholesalers' Association of Alabama.

Heavy participation was experienced in this off-the-record discussion type of meeting not previously tried out by the group. There were no outside speakers but instead the topics taken up had earlier been suggested by members. They ranged from salesmen's compensation, obsolescence, advertising and credit control to methods of maintaining profit margins in the face of reduced volume.

A highlight of the two-day meeting was the combined fellowship hour, elaborate buffet supper and audience-participation entertainment program arranged by the sons of jobbers. This feature, including a square dance, caused favorable comment.

A Convention But No Speakers!

Reflecting jobbers' concentration on maintaining sales volume, the two-day spring convention of the Alabama wholesalers was a closed affair with no outside speakers.

Forum discussions were thus held with "no holds barred," and the names of some manufacturers were mentioned and their policies aired by members.

The Complete Line . . .
that Completely Satisfies
GASKETS GREASE RETAINERS OIL SEALS
Since 1906
THE FITZGERALD MANUFACTURING COMPANY
TORRINGTON, CONNECTICUT
Fitzgerald
GASKETS

The completeness of the two forum discussions evoked praise for Nathan M. Roberts, executive secretary of the association.

M. D. "Buck" Taylor of Taylor Parts & Supply, Andalusia, was elected president to succeed W. E. McCleskey of McCleskey Brothers, Gadsden. E. D. Henley of Birmingham Electric Battery, Birmingham, was reelected vice-president and Lee Meriwether of Genuine Auto Parts, Montgomery, was renamed treasurer. Roberts continues as executive secretary.

Clayton Hudson of Motor Parts Co., Montgomery, was renamed accountant.

Directors include the officers and the following newly elected members of the board: W. C. Bethcze of Mobile, Earl Slye of Ensley, Arnold Siegal of Birmingham and J. R. Williams of Decatur.

cold blasts stubborn dirt

no back splash steam

build business with a 15 minute car wash

connects to your air and water supply

wash cars without boots or apron

WASH! MIT! RINSE! LET DRY!

cleans motors and parts

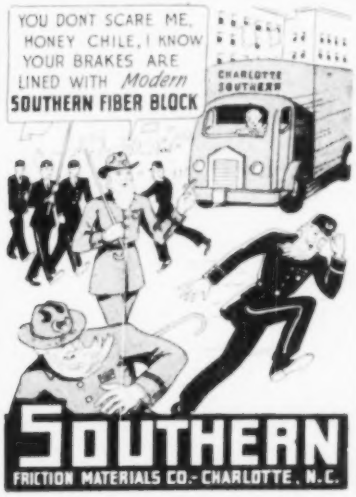
HYDRO-AIR PRESSURE WASHER $9.95

If your jobber cannot supply you, we will send you one direct, postpaid.

D & M PRODUCTS, INC.

439 S. Western Ave. Los Angeles 5, Calif.

YOU DONT SCARE ME, HONEY CHILE, I KNOW YOUR BRAKES ARE LINED WITH *Modern* SOUTHERN FIBER BLOCK



SOUTHERN

FRICTION MATERIALS CO.- CHARLOTTE, N.C.

New Orleans Backs "Get It" Program

They're "celebrating" something new in Mardi Gras land.

R. E. Zerlin, proprietor of New Orleans Auto Supply Co., reported that the 22 jobbers composing the Associated Automotive Wholesalers of New Orleans, Inc., of which he is president, had subscribed to the "Get It from Your Jobbers" campaign and are using the promotional material jointly.

Mailing pieces are imprinted with the local association's name and mailed to the local trade semi-monthly from a consolidated mailing list, which eliminates duplications. Each jobber member handles one mailing. Cost of material and postage is paid by the association's treasury.

Members instruct their men to follow up these mailings.

Montgomery Goes to Houston

J. T. "Tap" Montgomery has been appointed district salesman in Texas and western Louisiana for Chicago Pneumatic Tool Co. He will headquarter in Houston.

Charles Landry, who has just finished college, has joined the sales force of **Landry's Automotive Parts**, Hammond, La.

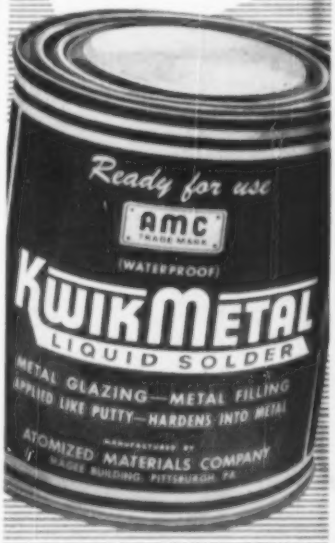
FOR SALE — 10 KW ELECTRIC PLANT

Compact unit with engine and generator in stream lined housing. Automatic control, push-button starting. 115-230 volt, single phase, 60 cycle, 3 wire generator driven by efficient Willys gasoline engine. Mounted on skids, complete with remote switches, wire and tools. Operated only 500 hours before replaced with power line service.

Suited for industrial, commercial, construction or agricultural use; ideal for stand-by service. Will sell at $900, which is less than half its initial cost. Address Box 143, c/o SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St., N. E., Atlanta 5, Ga.

Preferred by over 66,000 body shops

THE INDUSTRY'S No. 1 METAL FILLER



Yes, the trade's preferred permanent surface solder is Kwik-Metal . . . the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrinkproof. Unconditionally guaranteed!

KWIK-PATCH KITS

Here is the perfect combination for large-area patching jobs. 3 profitable sizes. $1.25, $5.25 and Economy $13.00.

SEE YOUR JOBBER OR WRITE KWIK-METAL DIVISION

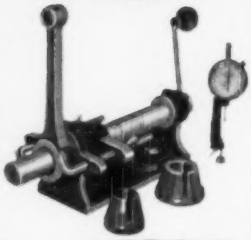
ATOMIZED MATERIALS CO.

2002 Magee Bldg., Pittsburgh, Pa.; Distributed by C. Guy Keen; Alton Sales Co.; Clair Cornwall; Henry B. Swaab Co.; J. H. Heiry

. . . for immediate service . . . PRECISION FIT, ON THE JOB TOOLS **CUT COSTS!**

WI-TO-CO

• IN THE ROD INSERT AND BORING MACHINE



Bores inserts in the rod insuring *true bearing bore* even if rod bore is distorted. Set-up is fast and positive. Machine can be easily taken to the job.

WI-TO-CO

• IN-THE-BLOK GRINDER — GRINDS CRANK SHAFTS . . . *in the CAR!*

Grind crank pins to .0005" and in line with the mains without pulling the crank shaft. Standard model handles crankpins 1⅛" to 2¾" long, 1.6" to 2½" dia.

Light, compact, powerful, easy to set up. LOW PRICED!

See Your Jobber or Write Today For Complete Details.

WINONA TOOL MFG. CO. WINONA, MINN.

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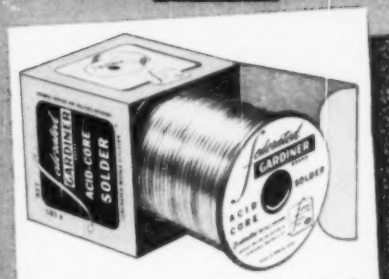
Federated GARDINER BRAND SOLDER IS GOOD SOLDER!



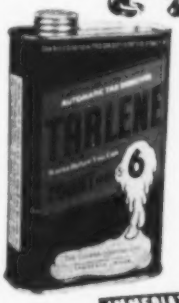
Let's face it. Soldering is an exacting job. It pays to use the best solder to cut down on fuss and muss. Use Federated Gardiner brand Acid Core Solder . . . the flux is in the solder. Buy it in any commercial size or composition.

A PRODUCT OF Federated METALS

division of American Smelting and Refining Company
Whiting, Indiana (Chicago)

Federated Tinned on the non-ferrous field FMD

CUTS UNDERCOATING!



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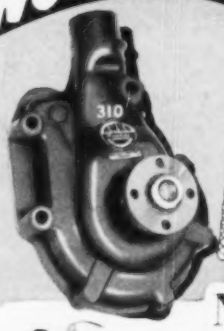
Get TARLENE from your jobber, but if he is unable to supply you . . . attach your check or money order to your business letterhead. We ship you prepaid by *fast Railway Express or P. P.* at the *dealer's net cost* of $7.20 per carton of 12 pint cans of concentrate.

IMMEDIATE DELIVERY
1 GALLON OR A TANK CAR

CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

NOW A WRITTEN GUARANTEE WITH EVERY AMKO WATER PUMP



Guarantee..

NEW DESIGN CONSTRUCTION ENGINEERING

AMKO Pumps are Tops in Quality. New Design with New, Improved construction methods and Precision Engineering under exacting supervision in our own plant enable us to give this written Guarantee.
Every AMKO Pump duplicates Original Equipment BELLOWS EQUIPMENT TYPE SEAL WITH THICK CARBON WASHER—VACUUM TESTED. Write for catalog and price list. We make a complete line of FRONT END PARTS, UNIV. JOINTS, KING BOLTS & SPRING SHACKLES. NOW AVAILABLE—COMPLETE NEW UNIVERSAL JOINT FOR BUICK 1940–49.
ALL PRODUCTS SOLD THRU JOBBERS ONLY

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Easy A FINISHING SANDER NOT ORBITAL OR CIRCULAR

Easy's the electric finisher with genuine reciprocation action. Duplicates the craftsman's natural back-and-forth motion of hand block sanding and rubbing.

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NEW MODEL DF:

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- POSITIVE DRIVE
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Plus EASY'S REPUTATION FOR TROUBLE-FREE LOW COST MAINTENANCE

Call your jobber or dealer or write for bulletin.

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BUT ARE BUELL AIR HORNS LEGAL?

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YES! Speed laws do not make cars illegal and by the same token, noise ordinances do not make horns illegal. If a driver exceeds the speed limit or creates a disturbance, then *he* has broken the law—not the car or horn. In fact, Buells can be sounded more softly than most horns because of built-in Volume Control.

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Genuine GRADE A and Super 44 SAE Hydraulic Brake Fluids.

Write for literature on complete Porto Line.

Manufactured by
PORTE MANUFACTURING CO., INC.
2930-32 Fulton Street Brooklyn 7, N. Y.

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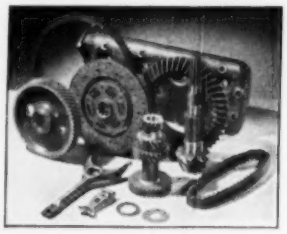

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PERFECTION GEAR CO.
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Time Savers...

KEN TIRE CHANGING TOOLS

...they're *"Job Designed"*

Ken-Tools are hand forged from chrome nickel alloy steel...heat treated for extra long life... *Best By Actual Test!*

KEN-TOOL *LARGEST EXCLUSIVE MAKERS OF TIRE AND WHEEL CHANGING TOOLS*

T-25 New Ford Tire Tool

See Your Local Jobber for Our Complete Line

The KEN-TOOL Mfg. Co.

Akron 5, Ohio

D&T PRECISION MADE

COIL SPRING SPACERS

D & T Coil Spring Spacers are made of high quality cast aluminum and are designed to compensate for spring sag in coil spring type knee-action cars. Six sizes fit practically all makes of knee-action cars.

CASTER SHIMS for Coil Spring Knee-Action Cars

- Increase or decrease caster up to 2°.
- Slotted to fit and stay in place.
- Made of steel for greater strength.
- Cadmium plated for rust resistance.
- Five Sizes.

CASTER SHIMS for Axle Type Cars and Trucks • Made of high quality cast aluminum. • Slotted to fit and stay in place. • Increase or decrease caster up to 2°. • Four widths available in 4 sizes of degrees each.

TURNER MANUFACTURING CO.
KOKOMO, INDIANA, U.S.A.

"Aero-Seal" HOSE CLAMPS

can be reinstalled in

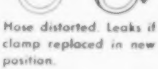
ANY POSITION

and still assure a *TIGHT JOINT!*

Avoid leaky joints with "Aero-Seals." No need to position carefully on replacement. Curved saddle prevents distortion of hose, assures uniform sealing pressure around complete circumference. Hardened steel worm drive unscrews easily, but will never work loose.

ANOTHER BREEZE MARK PRODUCT

ORDINARY CLAMP



Hose distorted. Leaks if clamp replaced in new position.

AERO-SEAL CLAMP

Saddle protects hose. Uniform pressure prevents distortion.

"Aero-Seal" ©
HOSE CLAMPS

AERO-SEAL Worm Drive Never Works Loose

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Heavy Duty Chamois

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Work Faster ——

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Our spring loaded device assures proper carburetor mixture, giving quicker, prompter starting. Installs without removing carburetor. Fully guaranteed. It costs no more to have the best.

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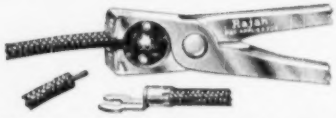
See Us at Booth B-231, Midwest ASI

RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool It strips and also crimps Rajah Terminals to Ignition Cable

Order from your jobber or direct from us. Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

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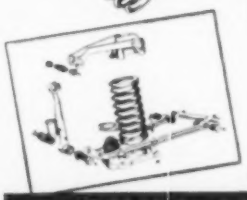

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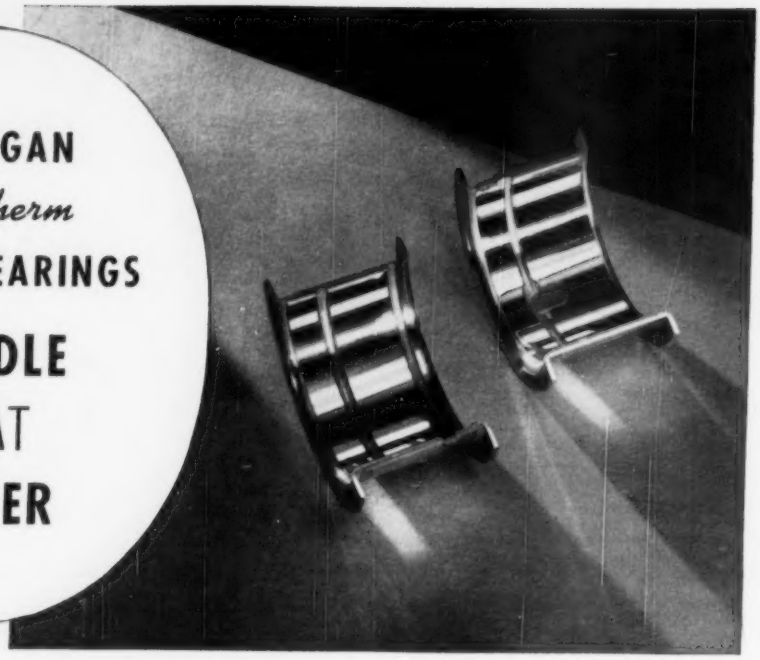
MICHIGAN *Hi-Therm* ENGINE BEARINGS HANDLE HEAT BETTER



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MANUFACTURERS OF PRECISION ENGINE BEARINGS SINCE 1925

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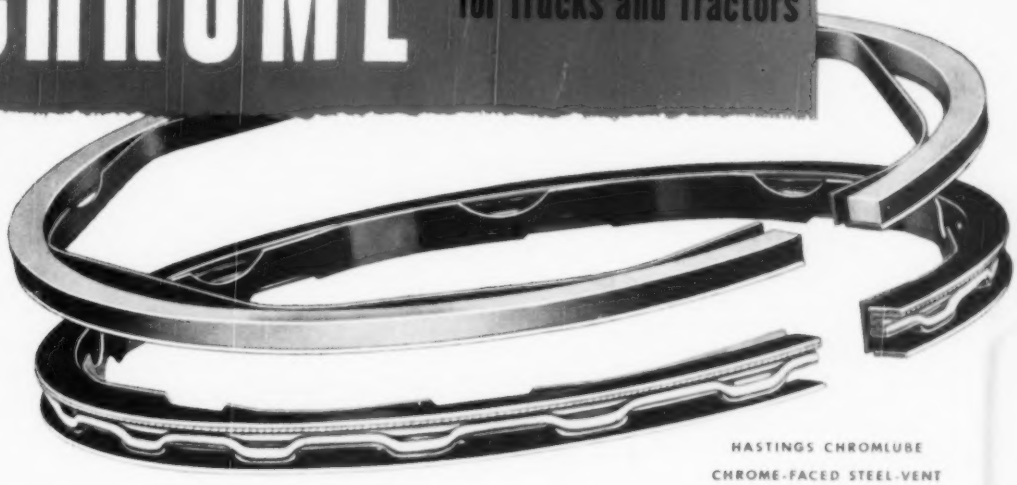

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Chrome where it belongs.

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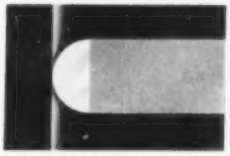

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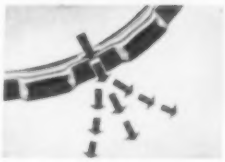

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CHROME-FACED FOR HEAVY-DUTY SERVICE

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